

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JULY 15, 2020

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Go here to find job openings, newspapers for sale and more.

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Emily Bradbury writes that in this time of challenge maybe there's an opportunity to grow.

KPA CALENDAR

AUG. 13-14

AUG. 20-21

Virtual presentation of the Kansas Press Association annual convention, Newton.

DEC. 15, 2020

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



Kevin Slimp will keynote the Kansas Press Association's virtual annual convention in August.

KPA convention to go 'virtual'

The year 2020 has been a year like no other in our history, so it seems fitting that the Kansas Press Association's annual convention in August should continue that unusual trend.

And that's exactly what's going to happen as the KPA rolls out a "virtual" lineup of educational presentations and awards ceremonies on Aug. 13 and 14 and again the next week on Aug. 20 and 21.

Emily Bradbury, KPA executive director, said this change may even allow the convention to reach more of our members and friends.

"This pivot to virtual was done due to COVID-19, but it became clear in our conversations with members that our in-person convention was inadvertently excluding certain members due to

cost, location and other factors," Bradbury said.

"While we look forward to our next in-person event in June 2021, I also believe that a hybrid convention model is here to stay because it will allow more of our members to be involved in our educational offerings."

To increase access to the various offerings, the decision was made to expand the convention to two consecutive weeks.

In addition, many of the presentations will be recorded and made available later.

"This is our current schedule but we reserve the right to add even more sessions as we get closer to Aug. 13," Bradbury said.

[Click here](#) to register and see a detailed schedule.

with Digital," with Thad Swiderski, eType Services.

7 p.m. - 8 p.m. – President's Presentation and Hall of Fame and Special Award Presentations.

Friday, Aug. 14

10 a.m. - 10:45 a.m. – Kansas Farm Bureau panel on what is happening in farming and ranching in the state.

See VIRTUAL on Page 5

Q&A about paragraph styles, color, photo settings, font issues

So, what do professional speakers do during a pandemic? I can't speak for all the speakers in the world, but among other things, I've been leading a lot of webinars.

I guess it shouldn't surprise anyone that attendance at online classes has been high over the past couple of months, which means I hear from a lot of folks at newspapers and answer a lot of questions. In this column, I thought I'd answer some of the questions I've received from newspaper folks.

□ From Renee in Alabama: It was really interesting to learn about the most popular colors for ad design this year. Where can I find this information in future years?

Kevin: The popularity of colors always fascinates me, as popular colors change from year to year. If you're still using reflex blue and green, it might surprise you to know you're probably not getting as much response from your ads as you might. Pantone releases a list of most popular colors each year. In 2020, the most popular colors on Pantone's list is "Classic Blue" and "Coral." If you don't believe it, just walk into any clothing store.

□ From Steve in Indiana: When it comes to the size of a PDF file, is there a mathematical progression based on what the size of the printed PDF would be? Or is it dependent upon the content of the PDF? For example, would a PDF with mostly text be a different size file than a photo, or one with simple pie charts?

Kevin: I used to get this question a lot back in the early days of PDFs, Steve. Primarily, the size of a PDF is determined by graphics on the pages. Large graphics with high resolutions created much larger PDF files. Users sometimes believe when a file is downsampled during the PDF creation, it lowers the resolution of all the images to the setting of the downsample. It's actually more of an average (not an exact average) between the original size of an image and a downsampled size. For example, if you place a 10-inch photo with a resolution of 300 on a page and reduce the size to 5 inches with a downscaling of 220, the image in the PDF will still be well over ten times as large as it would have been if the size and resolution of the image was correct before it was placed on the page.



Kevin Slimp

□ From Deb in Ohio: Is there a way to save InDesign paragraph styles so they can be used on another computer?

Kevin: Interestingly, as much as most of us use InDesign, this is a question I get asked a lot. Yes, it's like a lot of functions in InDesign that can be ported from one computer to another. First, save the InDesign document that contains the style on a server, so other users have access to it. Go to the new computer and be sure InDesign is open, but no documents are open. Finally, with no documents open, go to the menu in the Paragraph Styles Panel and select "Load Paragraph Styles." Select the InDesign file you placed on the server and the styles will be immediately loaded in InDesign and available whenever you create a document.

□ From Blake in Texas: Do you have any general instructions on best settings in Photoshop for photos printed on newsprint?

Kevin: There's no "once size fits all" setting for newspapers, but I can suggest settings that work well on most web (newsprint) presses. In Photoshop Color Settings (Edit>Color Settings), set your CMYK settings to Black Ink Limit: 90 percent, Total Ink Limit to 285 percent, and dot gain to 26 percent. Set your RGB setting to "Adobe RGB" and your grayscale setting to "Dot Gain 30%."

□ From Kelly in North Dakota: I moved all my fonts over to my new computer, but particular fonts are now turning on ligatures automatically. This is causing issues since ligatures show up as CID fonts when converted to PDF and cause all kinds of problems. Is there a way to make this not happen?

Kevin: Yes, Kelly, there is. Open InDesign, and be sure no documents are open. Select your type tool and click on the tiny menu in the upper-right corner of your InDesign desktop.

Uncheck "Ligatures" and you should have no ligatures whenever you create a new document. If you have templates that have this problem, be sure to open them, uncheck "Ligatures" and save the template. This should take care of your problem with ligatures.

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

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Advertising: the business of problem-solving

When I heard the doorbell ring that Saturday afternoon, I did something I had never done before. I bought something from a door-to-door salesperson.

It was a pest control representative who was canvassing the neighborhood for new business. The logo on his bright green golf shirt matched his truck in the driveway. He introduced himself and said, "I see you have a vole problem. Have you tried anything?"

"How do you know there's a vole problem?" I asked.

"When I got out of the truck, I noticed the spongy ground next to the driveway. That's an obvious sign."

In just a few seconds, he had identified a problem. Obviously, he knew what he was doing. "You're right," I said. "We've had voles in our yard for several years. A company has been working on the problem, but that doesn't seem to be helping."

Voles are small mole-like rodents that burrow underground and feast on the bulbs and roots of plants. The ground in an infested area is spongy, because their tunnels are close to the surface.

A mating pair can produce up to 100 voles in a year.



John Foust

In other words, if voles settle in your yard, you'll have a lot of them in a short period of time.

That salesperson caught me at the right time to make a sale, because he was observant. He knew without a doubt that there was a problem that needed to be solved.

He said his company had a special treatment which was proven to have impressive results. I agreed to let them give it a try.

Within a few weeks after their first treatment, we could tell a difference. Although the treatments haven't eliminated the problem, they have dramatically reduced the infestation.

His approach illustrated the importance of being observant.

His company's customer database probably revealed information about neighborhoods with vole problems. And he looked for symptoms when he pulled into the driveway.

Although selling advertising is not quite like selling pest control services, there are a number of things to observe before approaching an advertising prospect. Here are a few examples:

1. History. What promotions has your prospect run in past years? What were the

That salesperson caught me at the right time to make a sale, because he was observant. He knew without a doubt that there was a problem that needed to be solved.

results? What lessons can be learned?

2. Time of year. Is there a prime buying season for the widgets your prospect sells? People usually don't buy lawn mowers in the winter or snowblowers in the summer.

3. News stories. Have they announced the addition of a new product line? Is there going to be a grand opening of a new location? Has there been an ownership change?

4. Ads in other media. Are they running ads in other advertising outlets? That's a clear sign that they have a marketing budget and may be open to other ideas.

5. Competitors.

What products and services are currently being promoted by their competitors? They're running those ads now for a reason. Maybe you could follow their example.

Who knows? One of these ideas might ring a bell.

John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information at john@johnfoust.com.

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Coronavirus activity pages available

Children have heard that there is a scary disease called coronavirus. What they need now is an explanation of what this disease is and how people can stay as safe as possible with words and pictures they can understand.

Kid Scoop does just that with its special edition Coronavirus Coloring and Activity pages. Newspapers can publish these as two full pages or four half pages.

The pages include line drawings for color-

ing. As children color, they scan text and learn at the same time. Kid Scoop recommends that parents sit with children while they color and read the pages.

Those that are not Kid Scoop customers pay a nominal fee.

In addition, Kid Scoop also is offering a reproducible, eight-page activity workbook for websites.

To learn more about Kid Scoop, contact Dan "Patio" Dalton at (909) 793-9890.

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THIS MONTH'S QUESTION

Q. How is the Awards of Excellence presentation going to be handled now that the convention is virtual, and how do we get our plaques?

A. The plaques are being sent by UPS today, so you should receive them in the next few days. The box includes an invitation to the AOE virtual presentation and a goodie bag. The virtual AOE presentation will be pre-recorded and is scheduled to begin at 3 p.m. on Friday, Aug. 21. Congratulations to the winners!



Another public notice threat rears its head

One day, we will look back at all of this and laugh ... right? After four straight months of revenue losses, stress, and uncertainty, Casey Kasem's American Top 40 keeps overplaying the 2020 hits until we are sick of them. I didn't really care for any of them to begin with.

The Lord knows we don't need "one more thing" right now, but the world keeps spinning, and with every day that goes by comes another day where someone attempts to erode at public notice for our industry.

Recently, a loophole in the legal notice statute has been realized by a few enterprising city governments, and they have taken the last few months to move notifying the public to their websites and away from newspapers.



Joey Young

That isn't legal, right? Well, that was my question when I called Emily Bradbury a few months ago when our McPherson News-Ledger editor told me the McPherson City Commission voted to move legal notice online and out of the McPherson Sentinel.

The city used something called home rule, which allows cities to skirt non-uniform state statutes. Kansas' public notice laws treat first class cities differently than second and third class ones, thus, making them non-uniform.

Counties and school districts can't use this loophole to do the same, but the fact that McPherson and now the city of Hays have decided to exploit the loophole, we need to take notice as an industry.

I went to meet with the McPherson city administrator and got a lot of complaints about customer service, lack of days to print, and the fact that it was just more convenient to put them on their website. Most of his complaints weren't based in reality, but he is someone who doesn't care for the

industry much from what I gathered during our conversation. The real kick in the pants is there is a former newspaper publisher on their commission.

We wrote editorials asking them to reconsider but to no avail. We've never even been the official city newspaper to publish the legal notices in our publication there, but the simple fact is that what they decided to do is bad for the public and will lead to all sorts of problems.

The city will not handle this better than a newspaper could, but recently, the commission went through the public hearing and approved the change. I am sure this will go just fine for the public.

It is time for us, as an industry, to take charge here and realize that some of us haven't been the most attentive vendors in the world and could stand to do better with customer service.

We can't treat legal notice as something we simply get with no effort on our part.

There have been reports every year of city administrators and elected officials being upset that their newspaper doesn't print the legal notices correctly, they can't get hold of anyone, the legal ran on the wrong day, or it simply didn't run, which caused them problems.

When government has an inconvenience, they don't just take it on the chin and deal with it. Like us, they have lobbyists and associations they belong to. They call those groups and scream to high heaven that the newspaper industry can't get things right, so why should they have to even deal with them? It's 2020, and they have websites. We can notify the public just fine on there, they say.

Then those organizations beat on elected officials in Topeka who also want to get a piece of us, and we spend the entire session

trying to battle public notice.

Sure, some of those fights would come without mistakes, but why give them any ammunition? The truth is we need to provide much better service to our legal clients and make sure things are printed correctly.

One way to do that is to schedule a meeting with Jake Seaton and take a demo of E-notice. It would be hard for

governments to complain, considering they can place a legal notice online at their leisure, pay for it, and get a proof back in a minute or two. That is service, if you ask me.

If you simply are afraid of technology and don't want an improved process, then do things your way, but do it well. Provide excellent service.

That way, when your city comes for legal notice in your community, you have your own ammunition for your editorial page. I would leave the cartoon drawing to a professional, though. Just seems prudent.

If you hear of any city going down this route, please let someone at Kansas Press Association know. We need to keep tabs on stuff like this.

I know 2020 keeps beating on us, and those same hits are getting really ruthless to hear over and over and over again. I know this one isn't any better to hear, either.

All we really need to do is improve our customer service and be vigilant on our editorial pages if things come up. We don't have complete control of the situation, but we rarely do when it comes to acts of city government. Use your editorial pages and make sure customers don't have any reason to be upset when it comes to legal notice.

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

E-notice

Continued from Page 5

E-notice is free for newspapers. When deciding how e-notice would make money, we asked ourselves what we hoped to accomplish. The answer was clear: we aimed to streamline the customer experience and increase publisher revenue. In consultation with the folks at the KPA, we designed our business model such that e-notice would be

successful if it accomplished exactly that. E-notice monetizes by charging a small processing fee to the advertiser — several dollars in most cases — on top of the publication cost in exchange for a streamlined experience. We distribute some of those fees back to our early adopters, creating a new revenue stream for publishers.

E-notice isn't perfect yet. We recognize that our work is never done, and we need your feedback if we are to build our solution to effectively meet your needs. We are

constantly innovating, iterating, changing, tweaking, and improving our understanding of the problem we aim to solve.

We are proud to be the technology partner to the Kansas Press Association — something it has never had before — and we do not take that responsibility lightly. We look forward to approaching the journey ahead as a team and expect it to be full of surprises and hard problems.

I tend to think those problems are the ones most worth solving.



Anstaett



Cott



Finneman



Kautsch



Knepper



Montgomery



Swiderski

Virtual

Continued from Page 1

11:15 a.m. - noon – “What’s Working and What’s Not at Newspapers,” with Kevin Slimp. Conducting research for the North Dakota Newspaper Association and the Texas Center for Community Journalism, Kevin discovered unique revenue streams that were working while identifying the things that weren’t.

1:30 p.m. - 2:30 p.m. – “Getting People to Pick Up Your Paper,” with Kevin Slimp, with new information for 2020.

3 p.m. - 4:15 p.m. – “Grow Revenue by Designing More Effective Ads,” with Kevin Slimp.

6:15 p.m. - “The Future of Journalism in Kansas: Why You Should Care” – a commu-

nity event. The KPA and Newton Now will co-host as a panel of journalists discuss their thoughts on where our industry is headed.

Thursday, Aug. 20

9:30 a.m. - 10:30 a.m. – Community Journalism Training (Part 1), with Doug Anstaett. Join Doug as he teaches participants about the basics of covering a community well, starting with the basics.

11 a.m. - noon – “Exploring Trends and Opportunities with Subscriptions,” with John Montgomery. Join John as he discusses the shift within the industry to a higher reliance on subscription revenue.

1:15 p.m. - 2:15 p.m. – “Social Movements and the Press: What Journalists Can Learn from History,” with Teri Finneman. This session will address the history of suffrage in America, how journalists covered it

and what can be learned from their mistakes.

2:45 p.m. - 3:45 p.m. - Best Management Practices, with Ken Knepper. Join Ken as he explores strategies that newspaper managers can use to recruit the best team members and retain them.

Friday, Aug. 21

10 a.m. - 11:15 a.m. – Roundtables. Join us for an update on topics of interest to you and before breaking out into daily and non-daily groups.

1 p.m. - 2 p.m. - Community Journalism Training (Part 2), with Doug Anstaett. Writing basics and journalism ethics discussion will be included in this class.

3 p.m. - 4:15 p.m. – Our annual Awards of Excellence presentation. Plaques are being mailed (along with a goodie bag) and publications will have the awards soon.

Clearing the air about E-notice and KPA

Hi there — my name is Jake Seaton. I’m from Manhattan, Kansas, where my family has owned and operated The Manhattan Mercury since 1915. The work my team and I have been doing on e-notice has been featured in this newsletter several times recently, so I figured it was about time I wrote to introduce myself and to explain what we are hoping to accomplish.

First, a bit of background. Growing up in Manhattan, I was a paperboy and then a reporter at The Mercury. Watching my father and grandfather work together, I developed a deep appreciation for the news business, as well as an understanding of the challenges it now faces. In college, I chose to study computer science and journalism because I hoped to learn the skills I would need to help my family address those challenges.

As I studied, I learned that the disappearance of public notice threatens to put



Jake Seaton

newspapers like the ones my family runs out of business. I started e-notice to do something about it.

I want to make sure that Kansas publishers have accurate information about the work we are doing. I also want to address a few misconceptions.

E-notice is the public notice partner of the Kansas Press Association. I first approached Doug Anstaett and Emily Bradbury in early 2019. With their advice and guidance, I planned to use my skills to resolve the battle they’d been fighting in the legislature over this issue. Emily and Doug took a chance on my vision and gathered the KPA board to ask hard questions, provide feedback, and map a path forward for a state-wide solution. After a rigorous process and many rounds of back-and-forth, the board voted and we signed a formal partnership last December.

E-notice is a software system for public notice. Last summer, I brought a team of computer engineers and problem-solvers back to Manhattan, Kansas. We worked out of the extra conference room of The Mercury and sought to build something that would make it easier for customers and staff to work together through the public notice

process. The result is now in use by many Kansas publishers.

I grinned when Joey Young recently described it as a “slam dunk.”

E-notice is not a vendor. Having lived in and around the newspaper industry, I’ve witnessed first hand as newspapers have been bombarded by software vendors over the last decade. We aspire to build something better. We are a fully-aligned partner with a stake in the future of public notice. We are genuinely here to help. We aren’t selling anything.

E-notice is not a middle-man. Notice placement services typically exist to redirect as much notice revenue as possible to the newspaper group that owns them. We are generally not impressed with the way placement services and advertising agencies have treated newspapers. E-notice is not affiliated with any newspaper, which enables it to serve all publishers equitably. We do not take a commission out of newspaper revenue for notices that are placed using e-notice. We do not negotiate special rates with newspapers or attempt to get between them and their customers.

MARKETPLACE

MANAGEMENT

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

NEWS

REPORTER & MANAGING EDITOR – Seeking to fill two full time positions: general reporter who can also cover sports (five school districts and multiple city and county entities); and full time managing editor with 3-5 years minimum management experience. Knowledge and proficiency in taking photos and AP style writing is preferred. Some evening and weekend hours required. Successful candidates will live in Osage County. Competitive wages and benefits. Please send resume to: The Osage County Herald-Chronicle, 527 Market Street, Osage City, KS 66523 or email to Catherine Faimon, faimonc@gmail.com.

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

Are your ads still timely?

The Marketplace Page is how we tell each other about job openings, newspapers for sale and miscellaneous items for sale.

Some of these ads are quite old, and may not even be valid any more.

Please help[KPA keep them timely and fresh.

Please review the remaining ads on this page and indicate to ebradbury@kspress.com if they should be killed.

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 KUsports.com, which provides complete cover of athletics at the University of Kansas. Lawrence is a growing community of about 100,000 people, and is a short 30-minute drive from the Kansas City metropolitan area. Lawrence is home to the University of Kansas, and offers a host of cultural and sporting amenities to its residents.

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

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

ADVERTISING

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

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/

MARKETPLACE/CONT. FROM PAGE 6

she must be a team player willing to inspire and be inspired by being part of a dynamic media company focused on customer service. Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use professional selling techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share. Compensation includes a base plus commission with established account list and benefits. To apply send your resume and cover letter to: Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: mhoisington@gbtribune.com

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.

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

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)

Do you have a newspaper for sale? If so, contact Emily Bradbury at ebradbury@kspress.com or Doug Anstaett at danstaett@kspress.com to get your newspaper listed here and on the KPA website.

KPA NETWORK WINNERS FOR JUNE

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in June 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, four ads sold for a profit of \$1,760.
KCAN — GateHouse Media, one ad sold for a profit of \$150.

KPA STAFF

Emily Bradbury

Executive Director,
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Is there a silver lining in this dark cloud?

I used to hate surprises. OK, I still do – but 2020 has been great therapy.

Kyle, my 15-year-old, is a voracious reader of news. He loves it, and the more information the better.



Emily Bradbury

We usually try and one-up each other with breaking news headlines.

In a normal year, this is a fun game.

But because this is 2020, it has turned into a game filled with anxiety... but really only for him.

Our latest round went something like this

Kyle: "Hey Mom, the bubonic plague is back."

Me: "Huh."

Kyle: "Does that surprise you?"

Me: " Nope. It sounds about right."

Kyle: "Why aren't you worried?"

Me: "Medication (kidding, maybe.)"

In truth, at this point, very little could surprise me.

A pandemic, murder hornets, bubonic plague, possible new swine flu, etc.

Sure. Why not?

It's easy to go down a spiral of despondency but that would just fill the rest of 2020 with my own version of murder hornets.

But what if we reframe this disaster of a year?

What if we try to view 2020 as the Year of the Unmaking?

What if we see, as Nichole Nordeman writes in her song "Unmaking," a beauty in the breaking?

What needed to fall away for us to live our best lives?

To run our publications the best way we can?

To be the best association we can?

We may not have all the answers today

but I think there is possibility in the chaos if we just take a moment to look for it.

Build that margin in your day or week to take a look around and take a true assessment on what is needed – and what can break and fall away in order to remake

systems, processes and newspapers even better.

As your association, we are here to help. Call or email anytime – day or night. We may not have the answers but we promise to find you someone who does.

In the meantime,

I'm off to Google treatments for bubonic plague.

Hello, Second Half of 2020 – be kind.

Emily Bradbury is executive director of the Kansas Press Association.

What needed to fall away for us to live our best lives?

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Kansas Reflector to provide free content to newspapers

TOPEKA — The Kansas Reflector, a nonprofit news operation providing in-depth reporting, diverse opinions and daily coverage of state government and politics, announced today it will launch July 21.

The Kansas Reflector's team of four award-winning journalists will deliver compelling news stories of public interest and amplify the voices of people whose lives are affected by public policies. This public service is free to readers without advertising, subscription fees or a paywall.

"I am proud and excited to lead this team of talented journalists as we keep Kansans informed," said Sherman Smith, Kansas Reflector's editor in chief. "During these troubling, uncertain times, we are more motivated than ever to pursue stories that otherwise wouldn't be told and to amplify the voices of people impacted by decisions made in the Statehouse."

Based in Topeka, the Kansas Reflector's coverage will extend across the state with topics that include health, agriculture, business, civil rights, education and immigration. The outlet's website also will feature a podcast, interactive graphics, photos and video. Newspapers, broadcasters and other news outlets are welcome to republish Kansas Reflector content.

Based in Topeka, the Kansas Reflector's coverage will extend across the state with topics that include health, agriculture, business, civil rights, education and immigration.

Kansas Reflector is one of a growing number of nonpartisan state capital news outlets under the umbrella of States Newsroom, a national nonprofit funded by tax-free donations.

The Kansas Reflector is staffed by professional journalists with experience in Kansas reporting:

Smith, editor in chief, spent 16 years at the Topeka Capital-Journal, where he started on the copy desk, then oversaw digital operations, was the managing editor and reported from the Statehouse. A lifelong Kansan, he graduated from Emporia State University in 2004 as a Shepherd Scholar with a degree in English.

C.J. Janovy, opinion editor, is a veteran journalist with deep roots in the Midwest. She was an editor and reporter at Kansas City's NPR affiliate, KCUR. Before that, she edited the city's alt-weekly newspaper,

The Pitch, where Janovy and her writers won numerous local, regional and national awards.

Tim Carpenter, senior reporter, has written about Kansas for 35 years. He covered the Capitol for 16 years at the Topeka Capital-Journal and previously worked for the Lawrence Journal-World and United Press International. He has been recognized numerous times for investigative reporting on Kansas government and politics. He earned an agriculture degree at Kansas State University and grew up on a small dairy and beef cattle farm in Missouri.

Noah Taborda, reporter, started his journalism career in public radio at KBIA in Columbia, Mo., covering local government and producing a podcast while earning his bachelor's degree in radio broadcasting at the University of Missouri School of Journalism. Noah then made a short move to Kansas City, Missouri, to work at KCUR as an intern on the talk show Central Standard and then in the newsroom, reporting on daily news and feature stories.

Readers can sign up for Read and Reflect, an email newsletter, to get the latest news and commentary from Kansas and relevant news out of Washington, D.C., delivered to their inbox every morning.