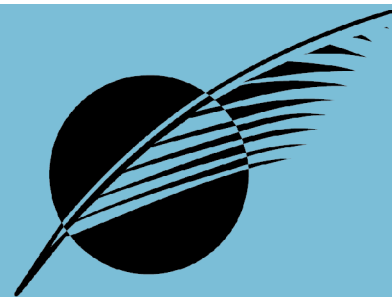


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

AUG. 15, 2018

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Visit KPA’s marketplace.

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The new executive director of the Kansas Press Association discusses how she is going to approach her new assignment.

KPA CALENDAR

SEPT. 9

Kansas Press Association Day at the State Fair. Join us!

OCT. 7-13

National Newspaper Week 2018.

OCT. 31

Deadline for entries in the annual Awards of Excellence competition.

DEC. 15

The 227th anniversary of the ratification of the U.S. Bill of Rights.



Emily Bradbury attended her first Newspaper Association Managers meeting July 31 to Aug. 3 in

Park City, Utah. She is sixth from the right in the first row and is shown with other attendees.

Newsprint tariffs reduced – for now

The final determination by the Department of Commerce last week reduced the tariffs on imported Canadian newsprint, however, the combined countervailing and anti-dumping duties still range up to 20 percent, depending upon the manufacturer.

While Commerce’s reduction was a positive step, these duties cannot be absorbed by newspapers and will result in newspapers continuing to take measures to reduce their consumption of newsprint, decrease coverage of significant community developments and may cause some community and rural newspapers to go out of business.

The News Media Alliance (NMA) is asking the International Trade Commission (ITC) to reverse these tariffs when it votes on this trade case on Aug. 29. The ITC is investigating whether imports of newsprint have caused or threaten to cause material injury to U.S. newsprint producers. Newspaper publishers, Canadian newsprint manufacturers and 19 members of Congress expressed opposition

NMA believes if the ITC doesn’t reverse these tariffs to prevent future harm to publishers ... Congress will have to act to stop them.

to these tariffs at an ITC hearing last month. The Teamsters and the Communications Workers of America also oppose the tariffs.

NMA believes if the ITC doesn’t reverse the tariffs to prevent future harm to publishers, printers and domestic paper producers, Congress will have to act to stop them.

NMA is asking publishers to contact their representatives in Congress to request that they become co-sponsors of the PRINT Act. So far, only Sen. Jerry Moran and Rep. Lynn Jenkins are listed as co-sponsors from the Kansas delegation.

KPA board votes to change advertising sales approach

In an attempt to reverse the trend of declining advertising placements in its member newspapers, the Kansas Press Association Board of Directors voted at its July meeting to change the commission structure of ads placed through KPA.

For more than 20 years, the KPA has marked up local rates 25 percent to allow for the association's commission. Unfortunately, many sales were lost to this markup as clients realized that going directly to newspapers would result in a better rate. In addition, some newspapers would offer better rates to the client or advertising agencies than the KPA.

In order to keep member services high, dues low and the KPA solvent, the board decided a commission change was necessary.

The KPA will now quote the newspaper's local rate and the KPA will retain a 10 percent commission from that net rate.

"I've learned KPA has been somewhat unique among the state press associations," said Emily Bradbury, KPA executive director. "Most quote local rates and then take their commissions from that rate, some as high as 38 percent."

"We think this compromise at 10 percent will help KPA become more competitive as a placement agency and give us the funding we need to continue to provide high-quality programs and services to our members. We appreciate your understanding and outstanding commitment to your member organization."

Please email ajackson@kspress.com with any questions or concerns.

Kessinger wins ISWNE editorial writing award

Sarah Kessinger, editor and publisher of the Marysville Advocate, was one of 12 editorial writers cited in the annual Golden Quill competition of the International Society of Weekly Newspaper Editors.

Kessinger's editorial was judged one of the Golden Dozen, among the best submitted to this year's contest.

Judge Jackie Risley remarked on Kessinger's editorial about a local hospital sales tax vote:

"When county commissioners shot down the financially embattled local hospital's at-



Sarah Kessinger

tempts to place proposed sales tax on the ballot, this editor came to the defense of rural healthcare.

"Sarah's overview of the challenges facing the hospital and its importance to the community manages to encapsulate the historical facts and associated issues with clarity and brevity and makes a strong argument for the responsibility of the county government to allow citizens to vote to protect the hospital they rely on for both employment and access to care."

Kessinger is a past president of the Kansas Press Association.

Join us at the State Fair; enjoy lunch on KPA

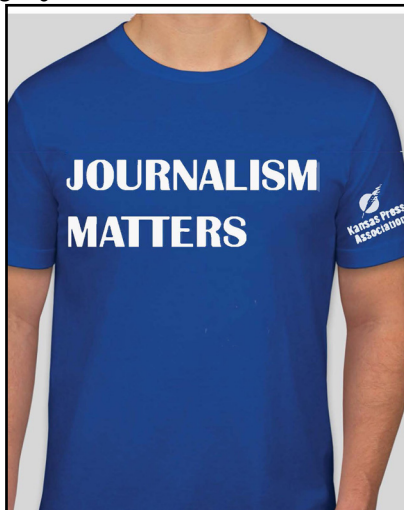
The Kansas Press Association has a deal for you. Join some of our staff members at the Kansas State Fair on Sept. 14 and we'll provide you with a free lunch before you head out to enjoy the fair.

"While there will be no formal program, we'll be available for networking with our members," said Emily Bradbury, KPA executive director. "We will be providing a free lunch and then members can head out and enjoy the fair."

If you would like to purchase a T-shirt for the fair, with "Journalism matters" and the KPA logo, you can use this handy form to order it.

A limited number of free tickets is available, [so register today](#). T-shirt orders are due by Aug. 29.

Lunch will be served beginning at 11 a.m.



2018-19 KPA BOARD

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First Vice President

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Manhattan Mercury
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Robin Clasen Wunderlich

Southeast District Director

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Position Open

Northwest District Director

A way to handle advertisers who resist change

Colleen is a veteran ad manager who has worked with just about every type of advertiser.

"One of the most challenging prospects was a second-generation owner of a building supply company," she told me. "He had a loyal base of long-time customers, but his market share was declining.

"Every advertiser wants to attract new customers," she continued, "but his case was more complicated. Although they had state-of-the-art products and services, the company's public persona was stuck in the past. His logo and ad layouts looked ancient, and the copy was stilted. He adamantly resisted changes and told us, 'My father started this company and he had special ad formats. If those things were good enough for him, they are good enough for me.'"

Motivational speaker Zig Ziglar and others have told the story of the bride who suggested cutting off the ends of a ham before putting it in the oven. When her husband asked why, she said her mother did it that way. Being a curious sort, he called his mother-in-law, who told him that

her mother did it that way. Then he called grandma, who explained that she cut off the ends so it would fit into her small oven. The original reason for cutting the ham had disappeared when the family got larger ovens, but the practice remained. The point: it's not a good idea to do things a certain way, because they've always been done that way.

All those years ago, Colleen's advertiser's father had sensible reasons for his advertising approach. But a generation later, those reasons weren't quite so relevant.

"We handled it by putting together a special presentation," Colleen said. "The first step was to help him understand that it was okay to change. We showed him a few examples of well-known brands that have updated their advertising.

To make it as objective as possible, we used one old ad and one new ad from industries that weren't related to his business – automotive, electronics and a department store. The ads were easy to find online.

"We told him, 'When your father started this business, he must have shown a lot of creativity in adapting to the marketplace. That's why the business grew so much over

the years. I think he would have continued that approach today.' Then we got his permission to put together some ideas – with the promise that the ads would honor his company's history.

"He agreed on a new logo and updated ad designs. And we ended up with a campaign with a 'what has and hasn't changed' theme. One ad featured side-by-side photographs of the original and current stores. One had photos of their old and new delivery trucks. And one ad featured a picture of father and son at work. Of course, the 'what hasn't changed' element was their commitment to customer service."

Colleen's advertiser was happy with the results. "He liked the ads," she said. "And they worked."

All those years ago, this advertiser's father had sensible reasons for his advertising approach. But now, those reasons weren't quite so relevant.

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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Frandsen leaves Journal; joins Kansas Wesleyan

After 40 years in the newspaper business, Olaf Frandsen wanted to do something different with the rest of his career.

Frandsen, 63, the immediate past president of the Kansas Press Association, recently resigned as publisher of the Salina Journal to become senior director of marketing and communications at Kansas Wesleyan University.

Frandsen began working at the Salina Journal in March 2012.

He will continue to teach as an adjunct professor in the college's master's of busi-

ness administration MBA program, which he has done for the last two years.

Dave Gilchrist, advertising director, has been named interim general manager.

The decision to leave the Journal was a personal one, Frandsen said.

"I marked 40 years in the business in January," he said. "It was time to examine what I wanted to do with my career path. There were no more targets for me to achieve in my career personally. I got to have the most fabulous newspaper career anyone could have, but it was time for me to do something different."

THIS MONTH'S QUESTION

Q. Any movement on the sale of the Kansas Press Association building?

A. Nothing to report yet. We have listed the building and there's a big sign out front, but no buyers have stepped forward yet with an offer. We continue to work with real estate agents looking for alternative space both in the downtown Topeka area and elsewhere. As we've said before, while our 7,000-plus square feet of space is far more than we need, we'll only accept serious offers. We'll continue to keep members up to date as conditions change.

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So, how can we prove we're not the enemy?

The very phrase “enemy of the people” makes me seethe.

And, it's not just because it comes from America's Loudmouth-in-Chief; it's because it resonates in the reddest meat of our newspaper readership.

Trust me: I hear their war cries constantly.

I go to church with people who talk about the press being the enemy. I had to personally hear people at my local county fair give the “media” a dose of the “stuff” that makes county fairs so aromatic. Even in preparing for a Back-To-School issue at my newspaper this week, I had to hear a local principal pelt me with ridiculous questions about “fake news.”

Face it: the anti-media bandwagon has plenty of followers. Trump's attack on the “fake news media” obviously generates goosebumps among his ilk due to the political colors he proudly wears: red, white and orange.

However, I sense the core of his base resents the media not just because of those conservative and liberal buzzwords that get thrown around like rocks. They don't like us because they feel we don't care about them.

Is there something to it?

Here is an actual situation I encountered this year: the national commander for the American Legion was making a tour through Kansas. Ironically, the commander's visit to my community happened on the Monday after the first NFL players began taking a knee during national anthems at Sunday games. So, because of the

banter and controversies that were brewing from Candlestick Park to the Rose Garden that weekend, I chose to do an interview with the national commander and get her (yes, the American Legion National Commander is a she) comments on the matter.

I wasn't the only one waiting to do an interview. That commander had just hammered out a press statement, which went to national media outlets, and had just spoken to Fox News on live television while the commander and I visited in the parking lot of the Independence American Legion Post.

The national commander asked me a question to start our conversation, “Do you care about issues affecting veterans ... or are you just here to talk about the NFL,” she asked directly.

That question obviously caught me off guard, to which I responded, as I'm sure any journalist would, “Of course, we care about local veterans and their issues ... however this one issue is consuming the national conversation. It's important we get your views.”

So, our interview continued. I got a good story. And, the American Legion national commander returned to her group of fellow staff members and local Legion members.

As we prepared to depart, she turned to me and said something that hit me like a battlefield bullet: “Be sure to stop by the American Legion tomorrow when I'm not here and all of the TV cameras are gone. Show that you care about your local veterans. And, on the day after that, stop by again to talk about other issues affecting

them. You might get a few good stories out of those conversations.”

Ouch.

The American Legion's press official was on that same trip. He whispered in my ear, “I don't know what it is about the media these days, but we just came from (a nearby town) and the newspaper in that community didn't even care to send a photographer or a reporter. I called that

newspaper when we got into town. The editor said he was too busy to offer us any time. Does anyone care anymore?”

Of course, we care. We think it. Therefore it must be.

However, our ac-

tions speak louder than our egos.

As our industry teeters on the brink of the unknown, we've got to lay a foundation in our communities that we care about others. Our commitments are far less important than our readers' and advertisers' time. Our self-imposed deadlines mean nothing to anyone outside our offices. Our attitude and our personal arrogance tend to rub off on the products we own.

So, here's my challenge: show that you care.

- Write a personal note to someone. Don't send it by email or a text. Actually sit down and write a note — with paper and ink. And, send it in the mail ... so that an investment of 50 cents will surprise someone via their mailbox.

- Let your sweat stains at the county fair barn blend in with the rest of the glowing perspiration of others. Don't take a simple photo and then return to the office.

See TAYLOR on Page 7



Andy Taylor

As our industry teeters on the brink of the unknown, we've got to lay a foundation in our communities that we care about others.

Young announces purchase of Halstead, Hesston, Moundridge

Kansas Publishing Ventures (KPV) has entered into an agreement to purchase the Hesston Record, Harvey County Independent and The Ledger in Moundridge from Robb and Martha Reeves. Closing is set for Sept. 1.

KPV also recently acquired the McPherson News from Anne Heidel, who launched that paper about three years ago.

Joey Young and Bruce Behymer are the owners of KPV.

“We weren't necessarily looking to acquire any more papers, but these deals found us, and we are excited about the opportunity to expand our reach in the region,” Young said.

KPV currently runs Newton Now, Hillsboro Free Press, The Herington Times and The Clarion.

Reeves said: “Joey and Bruce, who are former Reeves Media employees, operate their newspapers much the way we do in that

local news and tremendous relationships with our customers are very important. Joey and Bruce are friends and will do a great job.”

Anne Heidel, owner of the McPherson News, will stay on as the managing editor of that paper and become an employee of KPV. All of Reeves' employees will be offered a job to stay on with KPV when the sale is final.

Reeves gave Young his first job in journalism as a reporter at the Harvey County Independent. Young worked for Reeves for over two years, also working as editor of The Clarion, a paper he later purchased at the age of 27.

Behymer is a native of Sedgwick in Harvey County and said he was excited about being part-owner of his hometown paper — The Harvey County Independent.

Colleagues, friends join together to bid a fond farewell



At a reception July 20, Kansas Press Association president Andy Taylor presents retiring KPA executive director Doug Anstaett with a Richard Crowson cartoon honoring his long-time fight for open government in Kansas.



Martha and Ralph Gage, formerly of the Lawrence Journal-World, exchange greetings with the retiring KPA director. Anstaett will continue part-time as consultant and lobbyist.



At left, one last picture with the KPA staff (from left) Amber Jackson, Lori Jackson, Doug Anstaett, Emily Bradbury and Judy Beach.

Photos by Thad Allton, Topeka Capital-Journal



Believe.
Do.

When a community works together, nothing is impossible. That's why we strive to connect people with good jobs, create opportunities for all, advance education and promote the responsible use of our technology.

That's why we proudly support the
Kansas Press Association.



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 — You: A talented and capable writer with a curious mind, a passion for telling the stories of the people of Vernon County, an appreciation for rural life, attention to detail and pride in a job well done. You're comfortable behind a camera. You're a self-starter, and a multi-tasker. Layout and design experience a plus. Us: An award-winning daily newspaper with opportunities for the right candidate to stretch your wings as a writer and a journalist. The Job: This is an hourly, entry-level position, and the pay scale reflects this. Hours are mostly afternoons and evenings, with some weekend and occasional morning assignments required. Reporters produce copy daily and take their own photos. Reporters are expected to generate story ideas and to develop an assigned beat; this position reports on health, county schools, county and state politics, feature stories and covers breaking news as needed. Degree preferred. To Apply: Send a cover letter, resume and three writing samples to: Publisher, PO Box 247, Nevada MO 64772 Applicants also may bring materials to the Nevada Daily Mail offices at 131 S. Cedar St., Nevada; or send materials via e-mail to lharter@nevadadailymail.com, with "Reporter" in the subject line. (7-2)

SPORTS EDITOR - The Chanute Tribune is seeking a sports editor, located two hours from Kansas City, Joplin, Tulsa and Wichita. Experience in writing, paginating InDesign and digital photography preferred. Contact stu@chanute.com. (6-19)

MANAGING EDITOR — Kansas Publishing Ventures is looking for a multi-talented journalist to fill the managing editor position at the Hillsboro Free Press. The editor will be just the second editor in the history of the newspaper and will have an opportunity to shape the early history of a newspaper in Marion County. Please contact Publisher Joey Young at: joey@kspublishingventures.com if interested. (6-4)

SPORTS REPORTER — The McPherson Sentinel is seeking a sports reporter. Experience writing for a professional or student publication preferred. Candidate must be an independent and capable writer with competence in digital photography, videography and social media-driven storytelling. Experience with InDesign is a plus. Please email: mkepfeld@mcpherson-

sentinel.com (5-18)

REPORTER — Whether you're a recent college graduate looking to get a start in the business, or a seasoned veteran looking for a new challenge, The Dodge City Daily Globe is looking for a bright, eager and multimedia savvy reporter to join its staff. Ideal candidates will have sharp reporting skills, the desire to go beyond superficial coverage for news and features, the ability to make complex stories relevant for readers, a web-first mentality and experience with multimedia and social media in news coverage. Experience at a daily newspaper a plus, but recent graduates ready to hit the ground running will be considered. Some evening and weekend work is required. The Globe, a daily newspaper in southwest Kansas owned by GateHouse Media, offers a generous salary and benefits package, and is an Equal Opportunity Employer. To apply, send résumé, cover letter and work samples to: Vince Marshall, managing editor, The Dodge City Daily Globe, 705 N. Second Ave., Dodge City, KS 67801. For more information or to express interest in the position, send e-mail to: vmarshall@dodge-globe.com. (4-10)

WANTED - The Abilene Reflector-Chronicle is seeking a part-time person for the newsroom. Being a small hometown daily newspaper, the first priority is professional news and feature reporting with photography and coverage of local government. Staff is also required to layout and design pages in InDesign. Some weekend and night hours. This is an opportunity for a self-starter. Contact Tim Horan at editor@abilene-rc.com. (4-3)

EDITOR — The active age, a non-profit monthly senior publication, needs an experienced editor, proficient in Mac-based InDesign or willing to learn, to assign/edit stories, oversee finances. Send resume, cover letter telling why you're interested to fran@theactiveage.com. (3-21)

WANTED – Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the Web site. 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. (2-27)

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

GROUP ADVERTISING DIRECTOR — The Emporia Gazette 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. Key duties include: managing and motivating an inside and outside sales team with an emphasis on developing and growing newspapers, magazines, and digital products. This person must have the ability to work productively in a team setting. Send cover letter, resume with references to Publisher Chris Walker by e-mail at walker@emporia.com (put Sales Director in the subject line). (5-10)

MISCELLANEOUS FOR SALE

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

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 emaileditor@squareddealnews.com for more information. (7-5)

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

MARKETPLACE/CONT. FROM PAGE 6

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)

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 PhillipReid.net. (3-27)

Taylor

Continued from Page 4

Spend time with the youngsters and their families. Own the experience ... and the event.

- Don't devote your school coverage to only star athletes. Spend time with the school janitor who has to clean up the football stadium or gymnasium after a game. Follow the lowly team manager as he sweeps up sweaty towels and jock straps from the locker room floor. And, then put them on page A1.

- Find it in your heart to swallow your pride and enter the doors of the meanest place in town — the place where charges of "fake news" fill the air. Talk to the enemy. Drink a beer with them. Laugh with them. Goggle at yourself, too. Diffuse the animosity.

- Let loose of the loftiness of your editorial page. Ready to write another long-winded editorial complaining about Brownback or Trump? Think again. Write

not just one editorial for your page; write two or three about issues or people that you might not even think would garner any attention. Praise school bus drivers. Talk about night-shift cops who have the worst job in society. Find a property owner who takes great care of their lawn each summer and give him or her an attaboy.

If we can shed our hard-shelled exteriors, we can prove to our communities that we're not the wicked people that we're thought to be. Our hearts, after all, should be softened by our interactions with others.

Granted, there will always be folks who think we are the worst people on earth. That'll never change.

What can change is our care and our personal touch with our communities.

After all, our time and talent should be consumed on the everyday lives of the people who matter most: everyone else but you.

Andy Taylor is president of the Kansas Press Association for 2018-19 and editor of the Montgomery County Chronicle.

JULY KDAN, KCAN WINNERS

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

A flyer is appended to today's Publisher with the details on a special where ad sellers can get an additional commission sent directly to them.

KDAN — Rural Messenger, four ads for a profit of \$2,000; Anderson County Review, two ads for a profit of \$1,650; Eureka Herald, one ad for \$900 profit; Great Bend Tribune, one ad for \$380 profit.

KCAN — GateHouse Media. two ads for a profit of \$300.

DIRECT PLACEMENT — Hays Daily News.

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(for questions on cameras in the courtroom, the court system and KORA-KOMA)

Your association will adjust and adapt – just like you

Ever since I can remember, my day has started with a newspaper. Either before school during the week or before church on a Sunday, a newspaper was a constant presence on our kitchen counter.

On the rare occasion I was running late, I would read it after school as I quickly stuffed in my mouth whatever fantastic snack my mom had waiting for me before heading to another activity.

My local newspaper was always there for me and now it is my turn to be front and center as an advocate for Kansas newspapers. I am humbled by the opportunity. I am also hopeful for what lies ahead for our newspapers and our association.

We are all aware that our industry is facing challenges. Some days, it seems like every time we turn around, someone is telling us about how bad things are in our communities or in our industry.

But, I see things differently. Why?



Emily Bradbury

Because in the midst of challenges is hope.

Hope that we can come together to tell our story and make our industry even stronger by uniting as one voice to say why and how we do what we do.

Hope that people can see that our mission has never been more important and we have to tell the stories – there are literally lives that depend on it.

We have to hold our local officials accountable to openness and transparency. If we don't, who else will?

Our mission is too important to step aside and lose our ability to see hope in the challenges. We are the cornerstones of our communities – we are them and they are us.

While you have faced challenges, our association has faced challenges as well. Like you, we have faced staffing reductions and job consolidations. We are always looking at ways to serve you better and more effectively.

Over the next several months, we will be examining everything we do and how we can better serve you.

In the end, I have hope that the result will be an association that can adjust and adapt to any challenge that is thrown at us while still serving you and your newspaper well.

The trust that you have placed in us as your association is not taken lightly and we appreciate the faith and loyalty you have shown us.

We promise to be with you – and for you – in this season and every one that comes after it.

If you have any suggestions as to services you would like to see us offer, please email me at emilbradbury@kspress.com.

Until next time, keep the hope alive. You and your newspapers are vital to the communities you serve ... never forget it.

Emily Bradbury is executive director of the Kansas Press Association.

DEATH

JERRY KEENE, JR.

Jerry Winston Keene, Jr., 75, died Wednesday, Aug. 8, 2018 at Via Christi St. Francis in Wichita. He was a former reporter and editor at a number of Kansas newspapers.

He was born Dec. 6, 1942 in Atchison to Jerry Winston, Sr. And Pearl Dimple (Pearson) Keene.

On June 10, 1967, he married Sharon DeAnn (Pillot) Keene at St. Anne Catholic Church in Wichita. She survives.

Jerry graduated from West Platte High School in Weston, Mo. in 1960. He completed his college work at St. Benedict's College in Atchison in 1965.

His career spanned a variety of vocations, including teaching, coaching, selling sporting goods, graphic arts, engineering, lobbying and economic development.

He worked in various reporting and editing positions at one time at the Russell County News, Anthony Republican, Woodward News, Smith County Pioneer, Barber County Index, Pratt Tribune and Kiowa County Signal.

He is survived by his wife, Sharon; son, Shawn (Lajeane) Keene of Tonganoxie; daughters, Deidre Hurley of Mt. Vernon, Ind., Heather (David) Herren of Pratt and Crystal (Mike) Marzolf of Great Bend; and six grandchildren.

Cremation has taken place.

Memorial Mass was at 10:30 a.m., Saturday, Aug. 11, 2018 at Sacred Heart Church with Father Michael Klag presiding.

Graveside service will be scheduled at a later date at Greenlawn Cemetery, Pratt.

NEWS BRIEFS

KORA-KOMA free trainings set

The Kansas Attorney General's Office and Kansas Sunshine Coalition will offer free training on the Kansas Open Meetings Act and Kansas Open Records Act.

Local elected officials, public agency staff, members of the media and the public are encouraged to attend.

The sessions are free but registration is required. [Sign up here today.](#)

- Colby, 1:30 p.m. to 4:30 p.m., Aug., 21.
- Garden City, 9 a.m. to noon, Aug. 22.
- Wichita, 9 a.m. to noon, Aug. 23.
- Fredonia, 1:30 p.m. to 4:30 p.m., Aug. 24.

Updated ad guide available for your use

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

The new streamlined guide can be accessed by [clicking here](#) and includes a number of links to more information.

Remember: AOE deadline is Oct. 31

Just like last year, the deadline for entries in the Awards of Excellence news and advertising contest is Oct. 31.

Our change of date to a February annual convention necessitated the change.

We'll have more information available soon.

CASH IN!

**KPA is implementing a
NEW sales reward program!**



This new program will reward a salesperson of a KPA member newspaper (in good standing and current advertising network participant) with cash for selling ads into our KDAN & KCAN program April, May and June 2018!

		Total Cost	KPA Gets	Newspaper Gets	Salesperson Gets
KDAN	2x4	\$1800	\$900	\$900	\$100
KDAN	2x2	\$900	\$450	\$450	\$50
KCAN	25 words	\$300	\$150	\$150	\$25

GET PAID EVERY WEEK!

Sell ads every week, get paid for each week.

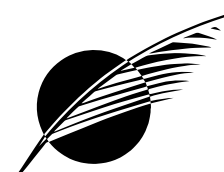
Rules and restrictions - This program will take affect 04/02/2018 and run through 06/30/2018. Sales reward program is good for any salesperson that works for a network participating newspaper, in good standing with KPA. Rewards will be paid on any new client. (New client is any customer that has not run an ad in the KPA networks or direct ad placement within the last calendar year.) Salesperson must send ad directly to KPA along with payment address.

For more information please contact:

Amber Jackson,

KPA Director of Advertising

at **785-271-5304** or **ajackson@kspress.com**



**Kansas Press
Association**