

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

SEPT. 19, 2018

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Emily Bradbury says engagement with citizens about journalism can at times be painful, but it also can be rewarding.

## KPA CALENDAR

### OCT. 7-13

National Newspaper Week 2018.

### NOV. 5

Deadline for entries in the annual Awards of Excellence competition.

### NOV. 14

Montgomery Symposium, University of Kansas (See Page 4).

### DEC. 15

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

## National Newspaper Week is Oct. 7-13

Newspapers in Kansas are encouraged to participate in the 78th annual National Newspaper Week Oct. 7 to 13, which recognizes the service of newspapers and their employees to communities across North America.

This year's theme is: "Journalism matters. NOW more than ever."

A content kit is accessible to all Kansas Press Association member newspapers.

It contains editorials, editorial cartoons, promotional ads and more. It is all

available for download at no charge to daily and non-daily newspapers across North America.

NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis, including KPA.

"With the atmosphere surrounding our industry and the cries of fake news, it is important for

See NNW on Page 5



About a dozen people participated in the Kansas Press Association's State Fair promotion last week. Above, KPA president Andy Taylor, leads a discus-

sion following lunch with those who were able to get away from their newspaper operations for a day.

## Alert: AOE uploading deadline is Nov. 5

It's time for Kansas newspaper staff members to begin gathering their best work from the past year for entry in the Kansas Press Association's Awards of Excellence contest for 2018.

Entries will be accepted that were published between Nov. 1, 2017 and Oct. 31, 2018. Deadline for uploading is Nov. 5, 2018.

[Click here to download](#) the 2018 Call for Entries with instructions for uploading your newspaper's best work.

"This is a chance for newspaper editors, advertis-

ing directors and publishers to recognize the outstanding work of their staff members during the past year," said Emily Bradbury, KPA executive director.

Because of the rising interest in video, KPA has added a new digital project category this year for a single, stand-alone, cohesive, staff-produced digital project. Emphasis in the new category will be on the use of engaging digital content including storytelling and multimedia features.

Winners in the AOE contest will be recognized during the KPA annual convention Feb. 9 in Topeka.

# KPA to provide free profiles on gubernatorial candidates

The Kansas Press Association has contracted with former award-winning Wichita Eagle reporter Roy Wenzl to write profiles on the top three candidates for governor and provide them free to KPA members.

The top three candidates — Laura Kelly, Kris Kobach and Greg Orman — will sit down for interviews with Wenzl in the next couple of weeks. They will be asked about their positions on the top issues in Kansas, plus additional questions on transparency.

The stories will be approximately 800

words each and available by Oct. 15 so newspapers have adequate time to publish them. Also included will be a short personal capsule and photograph of each candidate.

The decision to publish, as always, will be up to each newspaper's editor.

Doug Anstaett, KPA consultant and lobbyist, is leading the project.

"While our larger daily newspapers will likely be doing their own election stories this year, we thought our smaller dailies and non-dailies would appreciate content they might not typically have access to," Anstaett said.

## Sharp takes post at Emporia Gazette

Jeanny Sharp has been named associate publisher and advertising sales director for the Emporia Gazette and its affiliated newspapers throughout Kansas.

Sharp served as marketing solutions director for The Hutchinson News as well as coordinating the digital, print, mobile and social media sales, special events, marketing and graphic design teams for West 2nd Marketing Solutions and the Mid-Kansas Media Group, which serves Kansas GateHouse Media publications.

Sharp served as the editor and publisher of the Ottawa Herald, a news and information provider and B2B marketing partner in



Jeanny Sharp

She is a past president of the Kansas Press Association.

print, online and digital media in East-Central Kansas for more than 16 years.

Sharp earned a Master of Business Administration degree from Ottawa University. She also holds a journalism degree with a strategic communications concentration from the University of Kansas.

## Events in Lawrence Saturday focus on journalism

Two events are planned in Lawrence this weekend of interest to Kansas Press Association members.

• Several journalists will participate in a panel discussion presented by the Lawrence Journal-World from noon to 1:30 p.m. at Watkins Museum, 1047 Massachusetts Street.

"Enemy of the People? Newspaper Reporting in the Era of #Fake News," with Chad Lawhorn, Journal-World; Tim Carpenter, Topeka Capital-Journal; Dena Sattler, Garden City Telegram/GateHouse; and Dave Helling, Kansas City Star. Moderator will be Rob Karwath, University Daily Kansan. Admission is free.

• Viewing and discussion about the new William Allen White film, 2:30 p.m. to 4:30 p.m., Liberty Hall, 644 Massachusetts Street. It will be followed by a Q&A with Kevin Willmott and Mark von Schlemmer. Jon Niccum, a KU journalism school lecturer, will moderate. Tickets for the event are \$8.

## 2018-19 KPA BOARD

### Andy Taylor

President

Montgomery County Chronicle  
chronicle@taylornews.org

### Scott Stanford

First Vice President

Lawrence Journal-World  
sstanford@ljworld.com

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Times-Sentinel Newspapers  
news@tsnews.com

### Joey Young

Treasurer

The Clarion, Newton Now  
joey@kspublishingventures.com

### Marcus Ashlock

Southwest District Director

Syracuse Journal  
editor@thesyracusejournal.com

### Mary Hoisington

At-Large Director

Great Bend Tribune  
mhoisington@gbtribune.com

### Jason Jump

Nondaily Membership Director

Kingman Leader-Courier  
jjump@kconline.com

### Tomari Quinn

Daily Membership Director

Topeka Capital-Journal  
tomari.quinn@cjonline.com

### Dena Sattler

Legislative Director

Garden City Telegram  
denas@gctelegram.com

### Ned Seaton

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Manhattan Mercury  
nseaton@themercury.com

### Robin Clasen Wunderlich

Southeast District Director

Eureka Herald  
news@eurekaheald.com

### Position Open

Northwest District Director



## THIS MONTH'S QUESTION

Q. Does the KPA still need Sunflower Spelling Bee local coordinators.

A. Yes. We are currently looking for county coordinators. The counties we have not heard from yet are; Chase, Cherokee, Doniphan, Elk, Ford, Geary, Graham, Hamilton, Lane, McPherson, Morton, Reno, Seward, Sheridan, Sherman, Smith, Stevens and Trego. If your newspaper is in one of these counties — please consider hosting your county bee. For more information, please call or email Amber Jackson at 785-271-5304, [ajackson@kspress.com](mailto:ajackson@kspress.com)

# Tips on how to organize advertiser info

I was talking to Greg, a veteran sales manager.

“Our sales team knows the importance of asking questions and gathering the right information,” he said. “But the key is to write it down accurately and keep it organized. When sales people review their notes later, they need to be able to move as quickly as possible to the next step in the process, whether that’s a proposal or the first ad in a new campaign.

“To deal with the challenge, I put together a simple format for note-taking,” he explained. “It has evolved over time, and I’m sure it comes from a combination of ideas I’ve seen in training programs and books over the years. Our team likes this approach, because it saves time and gives them a track to follow.”

Greg’s format can be used by anyone who takes notes in a meeting where several topics are covered. Although a sales person goes through a progression of questions, a conversation sometimes veers into other areas, and an important point can get lost in a sea of notes. “Simply use a legal pad and divide it into four sections,” he said. “Draw

a line from top to bottom and another line from left to right. Label each quadrant with the titles you want – and you’re all set. On the next page, you can continue the same four categories or use four new ones.

Here’s a look at Greg’s favorite quadrants:

## 1. Put audience information in the top left quadrant.

“This is for notes about the advertiser’s target audience,” Greg said. “Their demographics, their interests, their age ranges, and especially their buying motives. What about the similarities and differences between their existing customers and the customers they want to attract?”

## 2. Put information about products and services in the upper right quadrant.

“This tightens their focus,” Greg explained. “Don’t let the advertiser get away with puffed up generalities like ‘fantastic’ or ‘incredible.’ Dig for specific features and benefits. When you review the notes, you’ll see some connections between audience motivators and product benefits.”

## 3. Write history notes in the bottom left quadrant.

According to Greg, this is the place for the advertiser’s previous marketing experi-

ences. What worked? What didn’t work? What media vehicles were used? What kind of budget did they allocate? In their opinion, what could they have done differently to generate better results?”

## 4. Put notes on ad plans in the bottom right quadrant.

This is the spot to write ideas for new ads. Do some special tactics come to mind? What about testimonials? Or tie-ins between print and digital promotions?

“The system works like a charm,” Greg said. “If the advertiser mentions a product fact while history is being discussed, there’s no problem. Just put that product note in the proper section. We use this format in other meetings, too. For example, in creative strategy conversations, we may label the sections Offer, Headline, Illustration, and Schedule.”

It’s all about writing it down the right way. Worth a try, isn’t it?

*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at [john@johnfoust.com](mailto:john@johnfoust.com).*

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**John Foust**

## Sattler takes new GateHouse position

She will provide commentary for group’s newspapers

Dena Sattler, southwest Kansas group publisher for GateHouse Media, recently announced her departure from the post. She will, however, continue writing commentary for GateHouse Media papers.

Sattler said a desire to spend more time with husband, Ed, and family in Iowa was the main factor for her decision to step down as publisher.

“Family has to come first,” Sattler said. “While Ed and I plan to remain in Kansas, I’ll have much more flexibility in being able to travel back to Iowa and spend more quality time with my mother and the rest of my family.”

Publisher of the Garden City Telegram since 2004, Sattler earlier this year was named a group publisher for GateHouse Media. In the role, she also was publisher of the Dodge City Daily Globe, The Pratt Tribune,

Kiowa County Signal and St. John News.

The 55-year-old has logged 33 years at daily newspapers, starting her career at

The Hawk Eye in her hometown of Burlington, Iowa, as a summer intern in the newsroom. She went on to fill a variety of reporting and editing roles before moving to Kansas in 1998 for a management training program with Harris Enterprises.

She has won several state and national honors for editorial writing, including first-place awards this past year in Inland Press Association and National Newspaper

Association competitions. She also recently was named a GateHouse Media Editorial Writer of the Year. GateHouse serves more than 600 markets nationwide.

She will remain on the Kansas Press Association Board of Directors as legislative director.



**Dena Sattler**

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# We need to jump on this marketing opportunity

**K**ansas Attorney General Derek Schmidt probably did not realize this, but his recent presentation about the escalating concern of elder abuse actually gave me a ray of optimism about the newspaper industry.

No, I am not gleeful about the sinful ways that bad characters take advantage and inflict harm on our senior population.

However, I am hopeful about our newspaper industry as I heard Schmidt cite statistics about the growing size of the senior citizen population base in our nation.

Schmidt, who spoke to the Lions Club in my hometown of Caney this week, undoubtedly is a champion about prosecuting the scumbags who will look at senior citizens as easy prey.

He has become a national leader in the legal and prosecutorial field about elder abuse issues.

What amazed me the most were these facts provided by Schmidt during his presentation:

□ The fastest-growing population base in the nation is the age 65 and older sector. The first wave of Baby Boomers who were born in the late 1940s and 1950s are now reaching retirement age.

□ In Kansas alone, the number of people who are age 65 and older is expected to double within 10 years — from about 300,000 to about 600,000.

□ And the age 65 and older sector in the United States carries with it the largest volume of wealth holdings in the world.



Andy Taylor

Surely, in that mix of gray hairs and wrinkles are a few people who would like to subscribe to newspapers, don't you believe?

And, within that population base is a trove of marketing and advertising potential — from medical clinics and hospital to medical equipment firms to nursing care facilities to retirement and investment planners.

If a person is not planning now to make a few bucks (the legal way) from this population group, they are surely missing the boat.

And, I think we, as an industry, are missing the target.

We have trained ourselves to go after younger readers, believing they hold the future keys to continued readership and loyalty.

Perhaps so.

The Baby Boomers of today — combined with the Depression-era seniors who are in their 80s and 90s — are the children of newspaper legacies.

They read them when they were younger ... and many of them continue to rely on them today.

Take a look at your readership lists. I would guarantee that the average age of your readers is somewhere between ages 60 and 80. I fully suspect that will continue for another decade — if not two decades.

And, it's proven that the incom-

ing waves of Baby Boomers have been instilled to understand the benefits of proper financial planning.

That's why they carry stock portfolios and sizable sums of wealth as they enter their golden years.

That's a far cry from the days when one my great-aunts in rural Oklahoma would pigeonhole her greenback currency in used Folgers coffee cans!

The growth of the senior population means more advertising potential, more subscription opportunities and more community engagement efforts — the very things that we have been struggling to seek and find for the past decade.

There's no doubt: we need to engage our youth sector too. Fresh blood and new ideas always are needed ... and tend to freshen our horizons.

However, the numbers don't lie.

The senior citizen population today and for at least another 20 years will provide the greatest opportunities in our industry.

So, I would encourage our KPA membership to look ahead with brighter hope.

There is a reason to get excited about the future. The market is coming to us. Let's jump on the opportunity.

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

## Montgomery Symposium to focus on digital possibilities

**I**s your organization trying to increase digital subscriptions, improve audience engagement and/or develop projects that increase digital revenues?

Whatever your challenge, this year's Montgomery Family Symposium will help you move the needle.

This one-day workshop will be from 9 a.m. to 3:30 p.m. Nov. 16 at the Adams Alumni Center at the University of Kansas.

It is being designed as a compact version of the industry-leading Knight-Lenfest News Initiative, also known as the "Table Stakes" project.

The event is aimed at leaders who want to make significant headway on a specific goal or goals.

Ideally, participants would include a team of two to four business and newsroom leaders.

Quentin Hope, a highly-recognized media consultant, and coach for the initiative, will lead the workshop.

The Montgomery Symposium is an annual event sponsored by the Kansas Newspaper Foundation and the University of Kansas William Allen White School of Journalism and Mass Communications.

It is underwritten through a \$50,000 endowment provided by the Montgomery newspaper family.

Cost is \$75 for the first participant from your newspaper and \$60 for each additional team member, and includes lunch.



Quentin Hope

# NNW

## Continued from Page 1

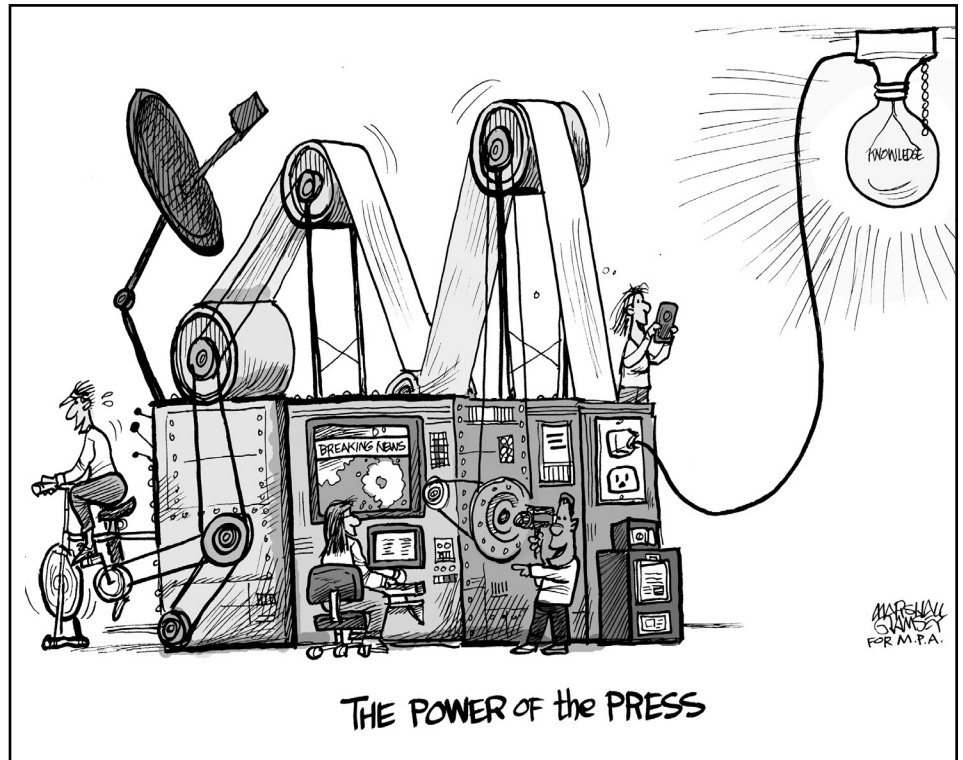
our members to make sure readers know we provide ‘real news’ in every edition,” said Emily Bradbury, KPA executive director.

“This is an opportunity for us to protect our brand as the chief information center in our communities.”

You can participate in National Newspaper Week by downloading these materials and devoting as many column inches as possible to reinforce “the importance of newspapers to your communities.”

You can make it local as well by editorializing about your newspaper’s unique relevance. This can be about your government watchdog role, coverage of community events and the publication of timely public notices and advertising of products, services and events in your area.

“KPA pays a fee each year for each of our newspapers to have access to the National Newspaper Week content,” Bradbury said. “It’s that important. It’s the one week when it’s really OK for all of us to toot our own horns.”



*This is an example of the content available for recognizing National Newspaper Week.*

*There are several columns, cartoons and promotional ads available for your use.*

## Get the message

At AT&T, we believe there’s only one thing to know about texting and driving – just don’t do it. Not ever. The AT&T “It Can Wait” program is dedicated to sending only one message: No text is more important than your life.

**AT&T is a proud supporter of organizations like 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@nevada-dailymail.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. Experi-

ence 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@mcphersonsentinel.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@dodgeglobe.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@nwkansan.com, and Steve Haynes at steve.haynes@nwkansan.com EOE/M/F/D/V (1-4)

### PRODUCTION

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

**PRESS OPERATOR** — Accepting resumes for Press Operator at progressive, family-run newspaper in Weatherford, Okla. Experience with Goss Community press helpful. Attractive compensation and re-location packages. Contact Phillip Reid at 580-772-3301 or email resume to Phillip@PhillipReid.net. (3-27)

**PART-TIME PRESS OPERATOR** — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics 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

## MARKETPLACE/CONT. FROM PAGE 6

license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact [jaudus@gbtribune.com](mailto:jaudus@gbtribune.com).

### ADVERTISING

**ADVERTISING SALESPERSON** - Flint Hills Media Group, a 5 newspaper group in central Kansas, is seeking an Advertising Salesperson. Responsibilities include prospecting and selling new advertisers, creating spec ads, selling print, online, niche publications, and inserts. Qualified candidate will have reliable transportation, a clean driving record and will be responsible for selling ads in the Salina, Beloit and Abilene areas of central Kansas. Interested applicants should email their interest to David Parker. Email address: [davidp67530@hotmail.com](mailto:davidp67530@hotmail.com) (8-31)

**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](mailto:walker@emporia.com) (put Sales Director in the subject line). (5-10)

### 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@square-dealnews.com](mailto:emaileditor@square-dealnews.com) for more information. (7-5)

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

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

### MISCELLANEOUS FOR SALE

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

## KPA STAFF

### Emily Bradbury

Executive Director,  
Member Services Director  
[ebradbury@kspress.com](mailto:ebradbury@kspress.com)  
(785) 213-8524

### Judy Beach

Bookkeeper  
[jbeach@kspress.com](mailto:jbeach@kspress.com)

### Amber Jackson

Advertising Director  
[ajackson@kspress.com](mailto:ajackson@kspress.com)

### Lori Jackson

Administrative Assistant/Advertising  
[ljackson@kspress.com](mailto:ljackson@kspress.com)

## KPA CONSULTANTS

### Doug Anstaett

Consultant, Lobbyist  
[danstaett@kspress.com](mailto:danstaett@kspress.com)  
(785) 249-1108

### Peter Cook

Advertising Sales, Marketing  
(620) 717-4191  
[pjc1946@hotmail.com](mailto:pjc1946@hotmail.com).

### Max Kautsch

Legal Hotline, Media Law  
(785) 393-5520  
[maxk@kautschlaw.com](mailto:maxk@kautschlaw.com)

### Mike Kautsch

Media Law, KU School of Law  
[mkautsch@ku.edu](mailto:mkautsch@ku.edu)

## FRIENDS OF KPA

### Ron Keefover

Retired, Kansas Court System  
President  
Kansas Sunshine Coalition  
for Open Government  
[ronkeefover@gmail.com](mailto:ronkeefover@gmail.com)  
(for questions on cameras in the courtroom, the court system and KORA-KOMA)

## AUGUST KDAN, KCAN WINNERS

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

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.

**KDAN** — Holton Recorder, three ads, \$1,450 profit; Rural Messenger, five ads, \$1,000 profit; Anderson County Review, one ad, \$825 profit; Great Bend Tribune, one ad, \$900 profit; Edwards County Sentinel, one ad, \$380 profit; Wilson County Citizen, two ads, \$500 profit; Marysville Advocate, one ad, \$500 profit; Gyp Hill Premiere, one ad, \$450 profit.

**KCAN** — Marysville Advocate, one ad, \$150 profit; GateHouse Media, one ad, \$150 profit.

**DIRECT PLACEMENT** — Hays Daily News.

# It's time to tell everyone why we do what we do

Listen, their reaction says way more about them than it does about you.

I have been married (almost) 18 years to someone who you want on your side in a crisis. He is steady. He is the guy who calmly chats with you for a few minutes before telling you some distressing news. Not because he is buying time, but because he knows that a few more calm breaths before a reaction will benefit everyone involved.



Emily Bradbury

I have often muttered, "Next time, don't bury the lede!"

As many of you know, he is a school superintendent and his temperament suits his profession well. But, just like in the newspaper industry, some decisions can be met with resistance and, in rare cases, hostility. If you have not experienced this kind of irritation, just try changing the comics or TV listings in your newspaper. Or add a paywall.

In our house, we often give this piece of advice to our kids: when people are rude and disrespectful when you disagree, their reaction says way more about them than it does about you.

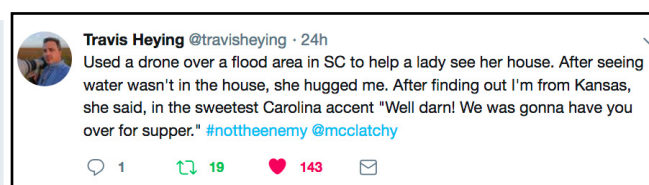
This doesn't mean we write off our detractors. We should always try to continue to connect with our readers.

It just means that we cannot control reactions – we can only control ours.

If you have not seen the new KPA shirts, we designed a royal blue shirt with "Journalism Matters" on the front.

We had the opportunity to wear them at the Kansas State Fair last week and, while we had some eye rolls and laughing from a certain booth that shall remain nameless, the one that stood out to me was one man in his mid-50s who looked at me and said, "Yes! You are not my enemy!" After I shared my appreciation and we chuckled a bit, we went our separate ways, both walking a little taller.

Travis Heying, photojournalist with the Wichita Eagle, is currently in South Carolina helping a sister newspaper cover Hurricane Florence. He shared this tweet:



I think it is like anything else; the detractors are the loudest and the strongest voices we hear at times. But there are many people who do recognize the importance of what we do every day for them and their communities. And we need to help some of them see our contribution. We need to be willing to tell our stories

as well as we tell theirs. Don't be afraid to cite your successes along with your inevitable misses – we are in a human business after all.

Tell your story as well as you tell the stories about your local athletes. Oftentimes, people don't know what they don't know. They don't know how we pick the stories to cover and how we cover them. They also don't know WHY we do what we do. Don't be afraid to tell your readers that too.

Over the next several months, the KPA is going to explore ways to help you tell your stories. Do you have any ideas for us? If so, please send me an email. We want to hear from you as we navigate this changing landscape and learn how to tell our story.

In the meantime, if you want to order a "Journalism Matters" t-shirt, [please place your order here](#).

You never know, you may have an interaction with a complete stranger

that might make you walk just a little taller. Or, the conversation could go the other way but at least you would get a nice t-shirt out of the deal. And, that says more about you than it does about them.

Emily Bradbury is executive director of the Kansas Press Association.

## October is month for your Annual Publisher's Statement

The publisher of each newspaper sent with a Periodicals Class Mail permit must file Form 3526 with the local postmaster by Oct. 1.

The information provided on Form 3526 allows the U.S. Postal Service to determine whether the publication meets the

standards of Periodicals mailing privileges. Newspapers with electronic subscriptions to claim will also use Form 3526.

The required information also must be printed in an issue of the newspaper:

- Not later than Oct. 10 for publications issued more frequently than weekly.

- Not later than Oct. 31 for publications issued weekly or less frequently, but more frequently than monthly.

- For all other publications, in the first issue whose primary mailed distribution is produced after Oct. 1.

[To download a Form 3526, go here.](#)

UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)	
1. Publication Title	2. Publication Number
3. Issue Frequency	4. Annual Subscription Price
5. Complete Mailing Address of Known Office of Publication (Street, city, county, state, and ZIP+4®)	6. Complete Mailing Address of Headquarters or General Business Office of Publisher (Do not leave blank)
7. Complete Mailing Address of Publisher, Editor, and Managing Editor (Do not leave blank)	8. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)
9. Full Name and Complete Mailing Address of Publisher (Do not leave blank)	10. Full Name and Complete Mailing Address of Editor (Do not leave blank)
11. Full Name and Complete Mailing Address of Managing Editor (Do not leave blank)	12. Full Name and Complete Mailing Address of Business Manager (Do not leave blank)
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## DEATH

### JUD ROGERS

Jud Rogers, former publisher of the Arkansas City Traveler, died Sept. 7 in Knoxville. He was 70. He was a native of Topeka.

Rogers worked for Stauffer Communications, Inc. for 16 years, including stints at newspapers in Arkansas City and Williamsport, Pa.

He joined the Little League International staff in July 1999 as director of marketing and public relations after more than 20 years of experience in the publishing and financial services industries. He retired in 2009.

He earned his bachelor's degree from Washburn University and did post-graduate work in guidance and counseling at the University of Kansas.

Rogers is survived by his wife of nearly 49 years, Linda; son, Bret; daughter, Brooke; sisters, Ardith and Judy; six nieces and nephews; and seven grandchildren.



Jud Rogers



# 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**