

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION OCT. 16, 2019

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It is unlawful for government officials to be denied the right to speak out in public.

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Visit KPA’s marketplace.

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Emily Bradbury says KPA will join its members in telling the story of what it does and why it does it.

KPA CALENDAR

NOV. 9

Deadline for entries in the Kansas Press Association’s Awards of Excellence contest.

NOV. 10

Deadline for requests for proposals for the Montgomery Family Incubator Project. See Page 5 for details.

MARCH 19-20, 2020

Kansas Press Association annual convention, Meridian Center, Newton.

JUNE 19, 2020

The President’s Gala, formerly the President’s Banquet, at a location to be announced later.



Damian Radcliffe, middle, a professor of journalism at the University of Oregon, presented this year’s Montgomery Symposium on how to deal with digital disruption. Shown with him Friday

are John Montgomery, left, and Stephen Wolgast, newly named Knight chair at the University of Kansas. See Page 5 for information on an innovative grant opportunity for KPA members.

AOE news, ad entry deadline is Nov. 9

The deadline is fast approaching for entries in the 2020 Awards of Excellence Contest.

Entry deadline is Nov. 9, and Kansas Press Association Executive Director Emily Bradbury and other staff members are ready to offer assistance to any members who have questions about the categories or the process of uploading.

A new award for 2020 is the Journalist of the Year award. It

will be given to the person who provides a portfolio of work that is judged to be the most outstanding in Kansas.

[Click here](#) to access the website for uploading your entries.

Next year’s annual convention and President’s Banquet will take place on separate dates.

The convention will include the educational seminars and the AOE presentations for both news and advertising. It

is scheduled for March 19 and 20 at the Meridian Center in Newton.

The traditional Friday night banquet, rebranded as the President’s Gala, is scheduled in Topeka on June 19, 2020.

It will include the special awards, such as Hall of Fame, Clyde M. Reed Jr. Master Editor Award, the Boyd Community Service Award and the Gaston Outstanding Mentor Award, among others.

NMA official explains new overtime rule

By Paul Boyle

Senior vice president for public policy, News Media Alliance

The Department of Labor (DOL) published its final rule on Sept. 27 increasing the threshold used to determine the exempt status of white-collar employees under the minimum wage and overtime rules of the Fair Labor Standards Act.

While the new threshold in the final rule will certainly be difficult for many small market

Small newspaper exemption stands

Big news! The statutory overtime rule exemption for newspapers with under 4,000 circulation remains.

newspapers, the increase – the first in 15 years – is much more reasonable than the agency’s final overtime rule in 2016. The new rule goes into

See **OVERTIME** on Page 8

Prohibiting government officials from speaking out is unlawful

By Frank LoMonte, *Media La instructor, University of Florida*

During the 35-day government shutdown that spanned last year's Christmastime holidays, journalists searched for ways to humanize the impact of a month's lost income on the families of federal employees.

At every turn, they ran into the same obstacle: federal employees had been told it was a punishable offense to talk to the media without permission.

CNBC quoted "Leo," an IRS tax examiner from Ohio, about the hardship of going without money for his prescription medications, explaining that "Leo" could not be better identified "because he's not permitted to speak about his job with the media." A married couple, both furloughed from the U.S. Department of Agriculture, insisted on anonymity when discussing the furlough with NBC News, citing their agency's prohibition against interviews.

Prohibiting government employees from sharing their candid observations isn't just bad for journalism. It's against the law.

Although the practice of gagging public employees from giving unapproved interviews is pervasive across all levels of government, decades' worth of First Amendment case law demonstrates that blanket restrictions on speaking to the media are legally unenforceable.

In Michigan, for instance, a federal district court struck down an ordinance that required firefighters to send all media inquiries to the fire chief. In Connecticut, a U.S. district judge threw out a highway patrol policy forbidding troopers from making "official comments relative to department policy" without permission from a supervisor.

In a newly published report ("Protecting Sources and Whistleblowers: The First

Download the full version

This is a condensed version of research conducted by Frank LoMonte. [Click here](#) to read the entire report from the Poynter Institute.

Amendment and Public Employees' Right to Speak to the Media"), our research team at the Brechner Center for Freedom of Information documented at least 20 cases in which courts invalidated workplace policies prohibiting government employees from publicly discussing their work without permission.

As far as we can discern from publicly available court cases, no agency has ever prevailed – from the 1940s to the present day – when a policy forbidding unauthorized interviews was challenged as a First Amendment violation.

We undertook this research project because, over and over again, journalists told us that their greatest source of frustration was their inability to have unguarded conversations with rank-and-file employees in the agencies they cover. The level of frustration is captured in a series of surveys by Kennesaw State journalism professor Carolyn S. Carlson, whose research documents that reporters – in particular, those assigned to the police and education beats – frequently have difficulty getting interviews because of aggressive gatekeeping by public-information officers.

The U.S. Supreme Court has held that restricting or discouraging an entire class of speakers from saying anything about their work is a much greater affront to the First Amendment than punishing one employee whose speech disrupts the workplace. The burden to justify an across-the-board prohibition on speaking, the justices explained, would be almost impossibly high.

2019-20 KPA BOARD

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KPA SEPTEMBER NETWORK WINNERS

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

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.

Call Amber Jackson at KPA to get tips on how to sell these ads.

KDAN — Anderson County Review, four ads for a profit of \$3,300; Rural Messenger, four ads for \$1,760 profit; Hillsboro Free Press, one ad for \$450 profit.

KCAN — Gatehouse Media, one ad for a profit of \$150.

DIRECT PLACEMENT — Hays Daily News, Hillsboro Free Press.

An important key to good advertising: restraint

On an out-of-state trip, I saw a billboard that compelled me to pull off the road to take a closer look.

What was so unusual? It had more words than I had ever seen on a billboard – 45 words.

“What in the world were they thinking?” I asked myself.

“I’m probably the only driver who knows what the billboard says, and that’s because I stopped to count the words.”

The person who designed that sign hadn’t considered what it would look like on the side of that two lane highway.

He or she had created it on a screen or layout pad, with no awareness of the fact that drivers would have only a few seconds to read it. For years, I’ve heard that eight is the maximum word count for a readable billboard. That one had 45.

The billboard needed what a lot of ads need – restraint. Here are three areas that call for that special brand of discipline:

1. The sales call. This is where it starts. It’s understandable for advertisers to be excited about their products and services, but they shouldn’t be encouraged to put unsubstantiated claims and exaggerations in

their ads. Salespeople who are close to closing a sale often have a tendency to accept anything their clients want to run. But this is the time to hold firm and gather the raw material that is needed for an effective ad campaign.

First, learn about the client’s audience. Then learn about what is being advertised – with a focus on features and benefits.

2. The ad copy.

The next step is to translate that information into an idea, and then to transform that idea into convincing words and pictures. Even the best ad concept in the world will fall flat if it is not put together the right way.

It’s important to use restraint in writing copy. Readers don’t respond favorably to words like “unbelievable” and “fantastic” and “incredible.” They prefer to hear the truth, because that’s what they need to make informed buying decisions.

Specific language works better than generalities. “Save 40 percent on a new widget” is more effective than “save money on a new widget.” “Three-year warranty” is better than “great warranty.” And “one acre lot” is more descriptive than “large lot.”

3. The ad design. A store owner once told me about his philosophy of print advertising. “I think white space is wasted space,” he said. “I want my ads to be filled from corner to corner.”

It was no surprise that his ads were bursting at the seams with illustrations and blocks of multiple colors. To make matters worse, he thought that all upper-case type made his copy more important.

Sadly, his ads looked like indecipherable blobs on the page. I don’t think anyone would make the effort to read them.

Poet Robert Browning is famous for writing, “Less is more.” Although architecture later adopted the phrase,

it is just as appropriate for this business of advertising. Less is definitely more.

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

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John Foust

It’s understandable for advertisers to be excited about their products and services, but they shouldn’t be encouraged to put unsubstantiated claims and exaggerations in their ads.

Wolgast named to Knight Chair at KU

Stephen Wolgast was recently named the Knight Chair in Audience and Community Engagement for News and professor of the practice of journalism at the University of Kansas.

He succeeds Pam Fine.

Wolgast has three decades of professional and academic experience.

He started his career as a photographer at the Topeka Capital-Journal, worked as a reporter at The Baltic Independent in Tallinn, Estonia, and as an editor at the Casper (Wyo.) Star-Tribune and The Times-Picayune in New Orleans.

He became a newsroom manager at the Akron Beacon Journal, a Knight-Ridder newspaper, and from there worked as an editor at The New York Times for nine years.

He was among the staff who contributed to the special section “A Nation Challenged,” which was published daily after

9/11 and which received the Pulitzer Prize for Public Service in 2002.

Wolgast entered the academic arena at Kansas State University, where he was director of Collegian Media Group, the nonprofit company that publishes student media.

In that role he initiated the transition of the campus phone book to a student lifestyle magazine, and during his tenure student staffers won two Hearst Foundation Journalism awards, a national first-place award from the Society of Professional Journalists and had a student named as K-State’s first Rolling Stone College Journalist of the Year.

Wolgast also served as a professor of the practice of journalism, teaching classes in reporting.

He received a B.A. degree in political science from K-State in 1990 and an M.S. degree in journalism from Columbia University in 1992.



Stephen Wolgast

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Should you ever lower your digital paywall?

I was in the San Francisco Bay Area this month when Pacific Gas & Electric began shutting off power to parts of many counties – including some in one of the country’s largest metropolitan areas – out of fear that high winds and bad weather could spark wildfires. PG&E is being held liable for billions of dollars in damages due to previous wildfires, including the Paradise fire that nearly wiped an entire city off the map.

A couple days later, I was in Los Angeles as the Saddleridge fire started suddenly and quickly spread to thousands of acres. I was within three or four miles of the fire, and my travel plans from LA back to SF had to be changed because of fire-related highway closures.

These situations were at the heart of a Nieman Labs piece I read this week.

Headlined “How are paywalled news outlets preparing to serve residents in California?” the article asks a question that should be at the back of the minds of decisionmakers at all papers that use some kind of paywall.

In the interest of public service, at what point should we give away our product?

Since the original sin of giving out our news online in the 1990s, print media has been fighting to put the genie back in the bottle. First, it was aggregators like Yahoo that put headlines and stories out there at no cost; now, social media deliver news instantly and freely.

That information may be inaccurate and unverified, as well as slanted or even a

flat-out lie, but it still adds to the perception the internet is the place to go for news and that the product we create should come without a price tag.

Media has always viewed itself as a public servant as much as a for-profit business, and rightfully so. We are in a unique industry, where readers feel as much ownership in our papers as we do.

Pulitzers and Kansas Press Association awards and goodwill from the community are fantastic rewards for what we do, but none of those are accepted as currency by the bank, printer or electric company.

Cash is still king, and we can’t serve the public good if we are not in business.

So at what point do we give away a product we are so actively telling the world is worth a certain price?

According to the Nieman Labs story, the Los Angeles Times and New York Times kept their

coverage of these major California stories behind their paywalls. It’s important to note that the NYT’s largest market for digital subscriptions is California.

Meanwhile, the Bay Area News Group’s papers, the Mercury News and the East Bay Times, put their coverage of the local power outages and other stories out there for free.

This note was found in at least one Mercury News article, per Nieman Labs: “We are providing free access to this

article. Please consider supporting local journalism like this by purchasing a subscription. Click here for our 99-cent, 1-month trial offer.”

The San Francisco Chronicle also had a link to a donation box, asking for financial support of news through a micropayment processor.

It would do us all some good to have an idea of what information we would provide for free. The last decade or so

has seen numerous tornados devastate Kansas communities, including the Greensburg tornado which wiped out 90 percent of the town. Flooding impacted parts of Kansas this summer. We’ve seen wildfires here, too.

Would you put free stories out for a Kansas Chiefs Super Bowl win? Or a KU basketball national championship? For smaller papers, what about a state title?

Would you promote a major community event with a free-access story?

Of course, we’ve all dealt with businesses and organizations that want a story for something that really should be an advertisement. We feel taken advantage of in those situations, that the offending person or organization does not recognize our value.

Are we doing the same thing to ourselves if we open a crack in the paywall? Are there times when our duty to the public – our readers who subscribe faithfully and are the product we sell to our advertisers – outweighs our need to keep our hard work protected and monetized?

There are some situations that are obviously right and obviously wrong. But then there is the middle ground, where most news happens.

You know your community best. Before you are in a position where you have to make that decision, give it some thought. If you already have a plan, it does not hurt to give it a second look.

Travis Mounts is president of the Kansas Press Association for 2019-20 and managing editor and co-owner of Times-Sentinel Newspapers, based in Sedgwick and Sumner counties.



Travis Mounts

Cash is still king, and we can’t serve the public good if we are not in business.

THIS MONTH’S QUESTION

Q. Is the Newswriting 101 course being prepared by Doug Anstaett, consultant and lobbyist for the Kansas Press Association, ready for implementation?

A. Yes. The course is designed for beginning journalists and those without formal journalism training. Email him at danstaett@kspress.com to set up a half-day or all-day visit. He prefers to present to groups of three or more to save on travel expenses. He will be available to book future presentations after Nov. 30.



NEWS BRIEFS

Fill out data sheets; send annual statement

Please fill out your 2020 Kansas Press Association Newspaper Information Sheet as soon as possible and mail it back to the KPA office with a copy of your 2019 Annual Publisher's Statement, which you should have published in your newspaper during the month of October.

Those numbers are used to figure your dues statement for the coming year.

Contact Emily Bradbury if you have questions at emradbury@kspress.com.

The forms also provide the KPA office with information on your staff and whether any changes have occurred such as frequency of publication, new employees, moves to a new location or a new new contact information.

NMA award honors colleague John Murray

The News Media Alliance has established a new industry award, the John P. Murray Award for Excellence in Audience Development, in honor of their long-time colleague.

Murray, former vice president of audience development, who was with the organization for 20 years, died in 2018.

He was known across the industry for helping Alliance news media organization members improve audience development and engagement, and for convening members to share best practices.

The John P. Murray Award for Excellence in Audience Development will recognize three newsrooms annually that have demonstrated throughout the year, on a broad scale, exceptional innovation and sophistication in understanding content strategy as part of audience development. The recipients of the award will also have demonstrated an effective relationship with editorial staff and a measurable impact on business performance.

To learn more, [click here](#).

Do you have a news item for the Kansas Publisher?

We're always looking for new items from our Kansas Press Association members.

If you have a new editor, advertising manager or other staff member, have recently won an award, helped out on a community project or just want other members to know of a significant event, send it to danstaett@kspress.com or emradbury@kspress.com.

Montgomery Fund to underwrite best revenue-producing idea grant

The Montgomery Family Fund in the Kansas Newspaper Foundation will award up to two grants and up to a total of \$5,000 for the best revenue-producing ideas submitted by KPA member publications.

The innovative Montgomery Incubator Project was announced during last week's annual Montgomery Symposium in Topeka.

"The suggestion of an idea incubator came up a few years ago," said Emily Bradbury, KPA executive director. "The Montgomery family graciously stepped up to provide funds for this project and we are excited to see what innovative, revenue-producing projects come out of the application process."

All submissions will be evaluated by a panel of current and former KNF trustees.

Requests for proposals must be submit-

ted by 5 p.m. Nov. 10, 2019 to the KPA office. Projects will be implemented in calendar year 2020.

Selected grantees must agree to speak about their project at the 2020 Montgomery Family Symposium.

In addition, all winning submissions must include a base project budget, be adaptable to other markets and include permission for other KPA members to use the idea.

Those selected will be notified by Dec. 1, 2019.

The application asks that newspaper staff members describe their project in 600 words or less, to explain what they hope to accomplish with the project and what criteria will be used to evaluate the success of the project.


[Click here](#) to download the request for proposals.



CATCH THE BIG GAME

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

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



Kansas Press Association
kspress.com

Looking for some nice house ads? Free ones? We've got them in all shapes and sizes, with the KPA logo or without so you

can add your own. To download these PDFs to use in your newspaper, [click here](#).

MARKETPLACE

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

MANAGEMENT

ASSISTANT MANAGING EDITOR —

A full-time assistant editor is needed at The Chanute Tribune and Parsons Sun. The ideal candidate should have extensive knowledge of and experience in InDesign and Photoshop, have a demonstrable talent for covering local community news and uncovering special feature stories, and the ability and desire to be a team player and self-starter. Our two newspapers are independently owned and will stay that way. We are located in Southeast Kansas, two hours or less from KC, Tulsa, Wichita and Joplin. We offer health, dental and life insurance, as well as generous paid time off. Salary is commensurate with experience, and there is room to grow from this position. Send resume with references and story/photo examples to Shanna L. Guiot, Publisher, PO Box 559, Chanute, KS 66720 or email to shanna@chanute.com

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

COPY EDITOR/PAGE DESIGNER -

Newspaper and digital media company in vibrant Midwestern college town is seeking a talented copy editor/designer to work on a team that edits a variety of content and designs both print and digital pages. Candidates should have excellent writing and grammar skills, as well as a command of AP style and experience laying out print pages with Adobe InDesign. The job requires evening and some weekend and holiday hours. Duties include editing stories for print and online, writing engaging headlines, designing news and sports pages and working closely with other night editors to produce a

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.

Ads on this page that have run for more than six months (except for newspapers for sale) are removed. Please resubmit if jobs are still open.

Please review the remaining ads on this page and indicate to ebradbury@kspress.com if they are still timely.

high-quality publication on deadline. The Lawrence (Kan.) Journal-World operates a seven-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 10,000 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 – The Wichita Business Journal is searching for a reporter who can build a list of strong sources, break news, write sophisticated and impactful cover stories and own their beats. Candidates should be able to mine data for stories, use social media as a reporting tool and make connections with the Wichita business community. This person will relish the opportunity to scoop the competition daily, online and in print. The Wichita Business Journal is an award-winning, highly respected source of business news in Wichita and south-central Kansas. The WBJ and its 40+ sister publications are part of American City Business Journals, the No. 1 source for local business news in the nation. Contact Editor-in-Chief Bill Roy: broy@bizjournals.com. (5-25)

REPORTER – If you are an eager, hungry journalist with feet planted firmly in both the old-school print as well as the digital and social media worlds, the Great Bend Tribune, a sweepstakes award-winning daily, is looking for you. We need someone in our newsroom with a nose for news and the stories behind the stories. They must be reliable, accurate while being great communicators comfortable with the diverse platforms used by newspapers today. Job entails beat reporting, updating social media sites, and creating news content the Tribune and its special sections. If this fits you and you want to be a part of our news team, please send letter, writing samples, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to dhogg@gbtribune.com. (3-20)

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

ADVERTISING

RETAIL ACCOUNT REPRESENTATIVE –

The Great Bend Tribune is seeking a full-time Retail Account Executive or Sales Team Leader to join their award winning team. This strategic position will be responsible for bringing innovative advertising solutions to local businesses in Central Kansas. The right candidate will be a resourceful, performance-driven professional that has the tenacity to grow sales and market our customers. Computer and presentation skills are required for this position as well as a good driving record and reliable transportation. The ideal candidate will have experience selling both print and digital advertising with a proven track record of delivering meaningful and compelling solutions for clients. He/she must be a team player willing to inspire and be inspired by being part of a dynamic media company focused on customer service. Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use

MARKETPLACE/CONT. FROM PAGE 6

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

ACCOUNT EXECUTIVE - The Iola Register is a locally owned newspaper. We are looking for a sales representative to join our ambitious team. This position would offer dynamic advertising solutions to local businesses. Email advertise@iolaregister.com for more information.

DESIGN

GRAPHIC ARTIST/PAGINATOR/DESIGNER - Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the website and social media. There may be some reporting duties as well. Involves evening and weekend work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

PRODUCTION

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.

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

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

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

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FRIENDS OF KPA

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Retired, Kansas Court System
President

Kansas Sunshine Coalition
for Open Government
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(for questions on cameras in the courtroom and KORA-KOMA as it relates to the court system)

KPA also will begin to tell what we do — and why

Stories and editorials from National Newspaper Week are still coming in. Great job telling your stories!

Educating your readers on the why – and how – of what you do has resulted in exciting engagement on social media.



Emily Bradbury

People appreciate you even when they may not agree with you. And that is something we cannot take lightly.

Members of the Kansas Press Association staff have been out and about visiting newspapers.

One staff member said to me, “I’m encountering some employees of our newspapers that aren’t quite sure who we are or what we do.”

It suddenly occurred to me that we may not be doing the best job of telling the KPA story. Apparently asking you to tell your story often was a kind of “do as I say, not as I do” request.

We need to do better and will start today with a few of the basics and will continue to share much more in future columns.

The Kansas Press Association (first known as the Kansas Editors and

Publishers Association) was organized in 1863 to serve, improve and promote the newspaper industry, and to protect the rights of a free press.

For instance, did you know the following:

- KPA is one of the oldest associations in Kansas.
- KPA founded the Kansas State Historical Society in 1875.

In 1937, KPA members commissioned John Steuart Curry to paint the famous mural, “Tragic Prelude,” in the Kansas State Capitol.

Just like today, our early members were busy.

While we provide a myriad of services for our members, four things jump to the top of the list when we ask our members to rank the most important services that we provide to them.

- Legislative representation.
- Free legal hotline for members.
- Advertising placement services.
- Educational programming.
- The KPA lobbies on behalf of open

government and transparency issues at the Kansas Legislature every year.

We also advise our members through the KPA Legal Hotline and serve as a

resource on a whole host of other issues.

We promote our newspapers through advertising placements and relationships with other key stakeholders.

The KPA educates members through a variety of educational offerings – both online and in-person.

It suddenly occurred to me that we may not be doing the best job at telling the KPA story. Apparently asking each of you to tell your story often was a kind of ‘do as I say, not as I do’ request.

In short, we gratefully LEAP for our members (sorry, that one was too easy).

We are not perfect and will always look for ways to be better and do better.

It is an honor to serve you – and we thought we might share a little bit about how we do it.

We can’t wait to LEAP into November together (sorry, I obviously can’t help the puns).

Have a great week!

Emily Bradbury is executive director of the Kansas Press Association.

Overtime

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effect on Jan. 1, 2020.

The final rule raises the threshold from \$23,660 per year to \$35,568 per year by reverting to the methodology used in the 2004 rule that focused on the 20th percentile of full-time wage earners in the lowest-income region of the country (identified as the South).

The Labor Department under the Obama Administration issued a final rule in 2016 that would have raised the threshold to \$47,476 per year with inflation-adjusted increases annually. This rule was rejected by a Federal Court in 2017.

Below is a summary of key provisions of the new rule, as well as FLSA exemptions that impact the news industry.

The final rule increases the current salary and compensation threshold for Executive, Administrative and Professional workers to be exempt from overtime, from the current level of \$23,660 per year (\$455/week) to \$35,568 per year (\$684/

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The U.S. Department of Labor determined the final rule for when overtime must be paid to employees in late September.

While it still may require significant changes for the newspaper industry, it is an improvement over the previous numbers. [Click here](#) to download a PDF version of the new rule.

week).

The new threshold is pegged to the 20th percentile of full-time wage earners in the lowest income region of the country (identified as the South).

The minimum total annual compensation for highly compensated employees increases from \$100,000 annually to \$107,432 annually.

Employers can count nondiscretionary bonuses, incentives and commissions toward up to 10 percent of the required salary level for the standard exemption. The employer has one pay period to make up for any shortfall in achieving the 10 percent threshold.

The final rule makes no changes to the duties test.

The final rule does not implement automatic updates in the salary threshold.

The final rule does not alter a statutory exemption excluding employees of small newspapers from the FLSA overtime and minimum wage requirements.

This exemption applies to “any employee employed in connection with the publication of any weekly, semiweekly or daily newspaper with a circulation of less than four thousand.”

Journalists are exempt from overtime and minimum wage requirements if they qualify as “creative professionals.” The Wage and Hour Division of the Department of Labor has released guidance stating that journalists are “creative professionals” if their “primary duty is to conduct investigative interviews; analyze or interpret public events; to write editorial, opinion columns or other commentary.”

In short, the less creativity and originality involved in the reporting and the more control exercised by the employer, the less likely journalists are to be considered exempt.