

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

DEC. 16, 2020

Have you selected 2021 AOE entries?

It's time to begin the process of deciding which stories, photographs and ads will be entered in the 2020 Awards of Excellence contest of the Kansas Press Association.

Entries are now being accepted. The deadline for uploading entries is Feb. 15, 2021. [Click here](#) to begin the process

INSIDE TODAY

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John Foust says there is much to learn, even from our chief competitors.

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KPA president Joey Young gives two thumbs up to this year's Montgomery Symposium.

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Go here for job openings, newspapers for sale.

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Emily Bradbury promises a BIG party when this mess is all over.

KPA CALENDAR

FEB. 15, 2021

Deadline for entries in the Awards of Excellence contest.

JUNE 10-11 2021

Kansas Press Association annual convention, Meridian Conference Center, Newton.

Project preserves journalism history

LAWRENCE — University of Kansas students are putting the finishing touches on an oral history of Kansas journalism that tells the story of seven notable Kansas news figures.

When completed, the project will provide a new perspec-

tive of how the profession has evolved over the last half-century in middle America while documenting the importance of community and rural journalism.

Teri Finneman, associate professor of journalism at KU, is leading the class and has

dedicated much of her career to preserving journalism history in the Heartland. She has produced oral histories of journalism in both North and South Dakota, and she produced the documentary "Newspaper Pioneers: The

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This is a screen shot of Rob Curley, a Kansas native and current editor of the Spokesman-Review in Spokane, Wash., who led this year's virtual Montgomery Symposium on Dec. 4, focusing on innovation. The session was recorded and you can access it by [clicking here](#). Joey Young's column on Page 4 focuses on the symposium and the idea of "bringing joy" to your readers as well as news.

U.S. Bill of Rights still vital, vibrant

By Ken Paulson

Tuesday marked a hidden holiday, as uncelebrated as it is unappreciated. It was 229 years ago today that the United States ratified the Bill of Rights, ensuring unprecedented freedom for the people of an emerging nation.

Bill of Rights Day has actually been a national holiday since Nov. 28, 1941 when President Franklin Delano Roosevelt designated Dec. 15 "Bill of

Rights Day." Roosevelt had big plans, envisioning flag-flying and ceremonies nationwide. Roosevelt observed that Adolf Hitler feared "our freedom of speech, press and religion."

Unfortunately, the attack on Pearl Harbor on Dec. 7 erased all the ambitious plans to mark the date. There's no time to celebrate freedom when

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Rights

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you're fighting to preserve it.

That was almost 80 years ago, and America continues to take the Bill of Rights for granted. At just 500 words, it packs more than 20 rights into 10 amendments to the U.S. Constitution. Moreover, a promise of a Bill of Rights was the key to getting the Constitution ratified in the first place.

Given that there won't be cake or gifts or greeting cards, the best way to celebrate Bill of Rights Day is simply to reflect on its importance. And depending upon your personal priorities, some liberties may loom larger than others.

The National Rifle Association touts the Second Amendment as America's "first freedom." That's either bad math or poetic license, but you get the point. If our government took those freedoms away, you might have to wrest those back with "the right to bear arms."

Americans with a deep and abiding faith are grateful for the freedom to worship and be free of government interference with their faith.

Those who treasure personal privacy and the sanctity of their homes would be thankful for the Fourth Amendment protection against unreasonable searches and seizures.

Those who have been accused of a crime would welcome the fair trial guarantees contained in the Sixth Amendment.

All of these liberties are critical to the kind of nation we are, founded on freedom and fairness.

I am particularly grateful, though, for the one-two punch of freedom of speech and freedom of the press. Together they protect our free expression and safeguard the entire Bill of Rights.

The preamble to the Constitution set forth the goal of "a more perfect union." The phrase was both aspirational and wise. There was no way a fledgling country could get everything right, let alone draw up a blueprint that would guarantee the liberty of every American.

And of course, the Constitution didn't. Slavery was left intact and women were left without a voice or vote. As lofty as Ameri-

ca's ideals were, there were still inequities and injustices to address.

It would take centuries of free speech and press to illuminate and address the needs of this imperfect union. Although critics of the contemporary press - which includes newspapers, radio stations, television stations, websites and every other form of informational media - like to use phrases like "fake news," the truth is that the newspapers of 1791 were far more biased than their modern descendants. They were largely political organs full of outrage, exaggeration and lies. Yet it was in that very environment that the American people demanded a free press be a part of the Bill of Rights. They saw it as a check on a new and powerful central government and a protection against abuse of the Constitution and yes, the new Bill of Rights. Journalists who do their jobs well today are fulfilling the mission set forth for them in 1791.



Ken Paulson

The most impressive thing about the Bill of Rights is that a document written 229 years ago remains so vital, vibrant and essential.

The aggressive journalists empowered by the First Amendment have gone on to monitor and irritate every president from John Adams to Donald Trump. The assembled citizens who spoke out against slavery and demanded universal suffrage have contemporary counterparts demanding racial justice today. Those 10 amendments have served us well.

Of course, when it comes to patriotic holidays, none rival Independence Day. But that holiday recalls a nation just starting out, committing in general terms to a nation founded on liberty.

On December 15th, 1791, the first generation of Americans fulfilled that promise. We could love our country, but also voice our concerns about its actions and priorities. That honest exchange of ideas - fueled by freedom of press, speech and assembly - can make for dissonance and division in our politics. But it also makes for the strongest and most enduring nation on the face of the earth.

Ken Paulson is the director of the Free Speech Center at Middle Tennessee State University. Learn more about the First Amendment at freespeech.center

The most impressive thing about the Bill of Rights is that a document written 229 years ago remains so vital, vibrant and essential.

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It's OK to learn from our chief competitors

As a co-founder of Southwest Airlines, Herb Kelleher was focused on innovation and efficiency. According to legend, he once took his executive team to the Indianapolis 500 to study the pit crews. He wanted to see if some of their techniques could help Southwest's ground crews reduce turnaround times at the gates.

Kelleher knew there was a lot to learn from outside sources. It's the same in the newspaper industry. For example, let's take a look at what can be learned from some other advertising vehicles.



John Foust

1. Billboards: An outdoor sign has to grab attention immediately. As drivers pass by at highway speeds, it has one shot to attract readership. As a result, the words should be few (aim for eight words or less) and bold. And the graphic element should be big and simple.

Like billboards, newspaper ads should be easy to read at a glance.

2. Television/video: With the one-two punch of sight and sound, TV is tailor-made for the human side of storytelling. Customer testimonials are especially effective here. Newspaper advertisers can

follow that example by featuring testimonials in online as well as print editions. That would strengthen campaign continuity.

3. Magazines: One of the most striking lessons from magazines is the way they use color. In addition to color photographs and illustrations, they usually feature a high percentage of four-color and spot color ads. In fact, color seems to be the price of admission to be noticed in many magazines.

4. Radio: It's all about the right voice. If the tone, enunciation and pacing are not clear, the message will be lost. In the newspaper business, this translates to typography – which has been called “the voice of print.” If the type is difficult to read, even the most brilliantly written copy will be wasted.

5. Yellow Pages: The strength of Yellow Page advertising is in its directness and simplicity. There's usually no doubt about what Company XYZ does, because the book is categorized by business type. And consumers don't have to go on a scavenger hunt to find phone numbers. After all, it's a phone directory.

Newspaper advertisers would be wise to strive for this kind of clarity.

6. Point-of Purchase: Store displays

are strategically placed to generate as much attention as possible. How many times have you gone into a store to buy Product A and ended up buying product B, too – because an aisle display caught your eye? And don't forget impulse items, like candy bars and mints at the checkout counter.

Urgency is a key factor in point-of-purchase. Newspaper advertisers can establish similar urgency with time-sensitive sales and product scarcity (“Only six new homes left”).

7. Direct mail: “Target audience” is the key phrase here. A mail campaign can aim messages at accountants, real estate brokers or restaurant owners. While newspapers can't target readers to that degree, they can strive to address ads

to certain demographic groups in copy themes. And many can use zoned coverage to reach specific geographic areas.

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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Statement of ownership, new portal

Kansas Press Association members are asked to email your annual statement of ownership to the KPA office.

We use this information to figure your dues for the next year and to make sure we get you in the right category for the annual Awards of Excellence competition.

The statement is required by the U.S. Postal Service and must also be printed in your newspaper each October.

Member Portal

In addition, the KPA now has a new member portal available for your use.

The portal has your newspaper's contact information, staff listings and days of publication and also can now be used to sign up for seminars and other KPA events.

You have been sent log-in information, but if you need assistance, email projectcoordinator@kspress.com.

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THIS MONTH'S QUESTION

Q. With our dues statement, we usually receive an item order form where we order our press passes, license plates and other items. It would be nice to have an online order form. Can you help?

A. Yes! We have created a form just for this purpose. Dues will still be paid via check, credit card (for your security, call the office with your card information) or rebate/placement deductions. To order other member items (both included and extra items like personalized license plates), go here <https://kspress.wufoo.com/forms/2021-kpa-item-request/>

Montgomery Symposium a good guide for all

I am often 50/50 on whether I think the annual Montgomery Symposium is useful to me or not. I don't own any big city dailies, Kansas Publishing Ventures isn't a company that owns hundreds of newspapers and media outlets, and in our markets, we often can't relate to the Borrell and Associates types who tend to be popular with bigger corporate newspaper types.



Joey Young

That doesn't mean I don't enjoy the symposium — it just means that sometimes I get more out of it than other years.

I honestly thought this was going to be a year I listened, noted a few things, but largely didn't get anything out of the presentation.

My impressions of Rob Curley have never been great in the past. I haven't met him, but I did hear him speak when I was in college, and his digital revolution he was touting to all of us didn't profit the newspapers he sold on it as much as people thought it would.

It's not that I am against experimenting; I just never bought into what he was selling in the past, or I simply just didn't get it.

Regardless of my impressions of him in the past, listening to Curley talk about his processes and plans at the Spokesman-Review in Washington was refreshing and enlightening.

Curley has spent time at all sorts of big newspapers, but now, at a smaller, family owned newspaper in America's Northwest, he is doing things that I truly think are great and (bonus) things I get.

We were forced to do a lot of what Curley presented on with our Newton Now paper we started over five years ago. He talked about speaking to any group you can, talking about your missions, and explaining how the newspaper works.

Adam, Bruce and I have spoken to any group that would have us, especially early, as it was a great way to turn our enthusiasm into new subscriptions. We needed every subscription we could get to earn buy-in in those early days. We bootstrapped Newton Now, and it was a rough go early.

In addition, Curley writes a lot about the newspaper industry, his processes and why his newspaper does certain things and not others. We have done some of this, but not enough. Readers really don't

understand our industry, and decades ago it didn't matter as much, since the population largely trusted the media, but now ... it might be a good idea to go out of our way to explain things to our readers in a relatable way.

Curley's presentation was one of my favorite Montgomery Symposium presentations ever. The biggest thing I took away from his simple, relatable approaches was his absolute passion for bringing readers joy.

We don't do this enough as an industry. We almost never talk about it, and that is something we have failed at without question.

Joy is why Curley has put features like

"Further Review" in his paper. If you don't follow Charles Apple on Facebook, I recommend it. He makes these beautiful pages, and they really are fun to read. They are wonderfully designed, and while I look at every one he puts on his feed, I hadn't really thought about how much joy they brought me. They are fun.

Those pages are just one example of Curley trying to bring joy to his readers, but since he is sharing them free of charge (for now) with other newspapers, I am going to start running them in Newton and McPherson starting this week. They really are cool.

I could write 2,000 words on what I got out of Curley's presentation. I forced my wife, editors, marketing dude and a few others in to watch it. I was so fired up.

Now, some of that might be that I have been a bit jaded lately. I get down reading national news, and I am so frustrated by COVID-19 and everything it has brought our way this year I almost can't explain it.

My enthusiasm, something I once had in spades, was starting to fade. I have noticed how dispassionate I have been — just going through the motions and grinding through the pandemic.

Curley's presentation sparked something in me. I met with a few in our company, and we are going to try a few new things. I am not the only person feeling a little in the dumps, and joy is something we can help deliver to our readers now.

Curley's presentation was one of my favorite Montgomery Symposium presentations ever. The biggest thing I took away from his simple, relatable approaches was his absolute passion for bringing readers joy.

The presentation was recorded. You can access it by [clicking here](#). I would encourage you to think of just a few ways you can bring more joy to your readers.

This week, our small changes are going to be adding more puzzles and publishing the "Further Review" page, but that isn't all that we want to do.

Know that this year I needed a pick me up, and the Montgomery Symposium delivered it. Thanks for tabbing Curley. My long-distance impressions of him were off, and I am stoked I took the time to hear him speak.

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

KPA NETWORK WINNERS FOR NOVEMBER

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in November 2020.

If you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. So a \$1,900 2x4 ad will bring the selling newspaper a profit of \$950.

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

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

KDAN — Rural Messenger, four ads for a profit of \$1,760.

KCAN — None.

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



Anstaett



Denning



Hanna



Kessinger



McNeal



Merritt



Throne

History

Continued from Page 1

Story of the North Dakota Press.” Supported by a General Research Fund grant from KU, she and her class have interviewed journalists, documented their experiences, gathered historical photographs and produced podcasts to be donated to the Kansas Historical Society and made available to the public in early 2021.



Finneman

of the country, and it is vital that we do it while longtime journalists are still with us. This class alone will have contributed over 500 pages of Kansas journalism history that we will share with the Kansas Historical Society and Kansas Press Association.”

Class members have worked in groups to interview seven Kansas journalists about their career experiences. In consultation with the Kansas Press Association, they selected **Doug Anstaett**, consultant, former executive director and current legislative lobbyist for KPA and also a longtime reporter, editor and publisher; **Linda Denning**, editor and publisher of the Ellsworth County Independent-Reporter; **John Hanna**, Topeka correspondent for the Associated Press; **Sharon Kessinger**, former publisher and editor of the Marysville Advocate; **Craig McNeal**, former owner and publisher of the Council Grove Republican; **Buzz Merritt**, former editor of the Wichita Eagle; and **Tom Throne**, former editor and general manager of the Junction City Daily Union and former editor and publisher of the McPherson Sentinel and Leavenworth Times.

“It is important to me to capture the history of community and regional journalism history, especially as so much of the field’s history focuses on New York and urban areas,” Finneman said. “I like to document and maintain the history of journalism in the middle

In addition to preserving stories that might otherwise be lost, the students have learned about the evolution of the profession in Kansas and how it has changed as society has evolved over the years. Publishers shared stories about how technology changed how they do their jobs as well as how treatment of women had improved over the years, both as employees and how they were represented in the pages of their newspapers.

Lessons about the changing business model were documented as well.

“We learned a lot about the way things are progressing now and how profit motives have changed,” said Sam Blaufuss, KU student. “The idea of journalism playing an important role in society, and not just as a way to make a living, is something I’d like people my age to understand better.”

Understanding how the field has changed can also be an important lesson as journalism is in the midst of rapid change in everything from how it is gathered and presented to how it is consumed and paid for.

“In times like today when we are experiencing a lot of turmoil, it’s important to provide context that this is not the first time journalism has seen change and that we can take lessons from the past on how we can endure,” Finneman said.

Emma Bascom, a student involved in the history projects, agreed.

“It goes with the idea that those who forget history are doomed to repeat its mistakes,” she said. “I think it’s vital to preserve these first drafts of history.”

The journalists also provided insight into the different ways community journalists practice their craft every day and the important role they play in helping inform their readers about their local governments.

“One of the things I found out right away was that, given how rural Kansas is, you have to be multifaceted as a journalist. It’s not as specialized as it is in larger places, so you have to be able to do a lot of things well,” said student Carlos Peterson.

The class also will make a virtual presentation for the journalists who shared their stories and time for the project. While the pandemic made in-person interviews

an impossibility, it did inspire the class to start a separate oral history project on how COVID-19 has changed journalism education. Students are conducting interviews with fellow students, faculty, graduate students and building staff — from custodians

“What I hope they take away is the importance and value of community journalism in this nation, and I don’t think that gets emphasized enough.”

Teri Finneman

ans to program supporters — on how the business of teaching journalism changed with the onset of the coronavirus in 2020.

Finneman, who is executive producer of the podcast Journalism History and serves on the board of directors for the American Journalism Historians Association, said that as the class has helped preserve history of several notable Kansas journalists for future generations, she hopes the project has also helped instill an appreciation of community journalism for both students and those who will experience their work.

“What I hope they take away is the importance and value of community journalism,” she said. “It is the heart of journalism in this nation, and I don’t think that gets emphasized enough. By talking with these community journalism figures, it opens their minds to the opportunity of working in this part of the country and the impact you can have here. And I think these people are important historical figures. This is about providing a more complete historical record of our state, of journalism and those who created it.”

MARKETPLACE

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

MANAGEMENT

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

NEWS

ASSISTANT EDITOR — A full-time assistant editor is needed at The Chanute Tribune, a five-day daily in southeast Kansas. The ideal candidate should have extensive knowledge of and experience in InDesign and Photoshop, a good eye for page design, understand the importance of our digital presence, have a demonstrable talent for covering local community news and uncovering special feature stories, and possess the ability and desire to be a team leader. Our small newspaper group, with our sister paper the Parsons Sun, is independently owned and will stay that way. We are located in the hub of southeast Kansas, two hours or less from KC, Tulsa, Wichita and Joplin. We offer health, dental, vision and life insurance, as well as generous paid time off. Salary is commensurate with experience. This is a long-term opportunity to be an important part of our community and our newspaper family. Send resume with references and story/photo samples to Shanna L. Guiot, Publisher, PO Box 559, Chanute, KS 66720 or email to shanna@chanute.com

EDITOR/REPORTER - Come grow with us! The Community Voice, an award-winning multi-platform bi-weekly publication seeks an Editor/writer to join our team during an exciting chapter of innovation and growth. This individual will lead a small but growing team of journalists with the goal of expanding our relevance, impact and reach. The ideal candidate is a first-rate and creative reporter with exper-

tise in creating content that is relevant to a diverse readership, and must have demonstrable cultural competencies covering communities of diverse backgrounds and issues. This person will report, write and manage reporters. Prior supervisory and content management experience, including work as an editor for a first-class college newspaper, is preferred.

This person will work in Wichita, KS. Our coverage area is the state of Kansas and the Kansas City Metro Area. Send resume, cover letter, reference and writing samples to gooch@tcvpub.com.

WANTED: Journalist – 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. There will be evening and weekend work. 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.

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

REPORTER - The Bartlesville Examiner-Enterprise is looking for a full-time reporter to cover local news in northeast Oklahoma. Candidates should have experience taking photos as well as shooting and editing video, and know

how to use social media to grow an audience. Preferred: Degree in journalism or related field; previous experience at a daily newspaper or other professional news organization. Send letter of interest, resume, three references and story clips to Doug Graham, News Editor, at dgraham@examiner-enterprise.com.

COPY EDITOR/PAGE DESIGNER - Newspaper and digital media company in vibrant Midwestern college town is seeking a talented copy editor/designer to work on a team that edits a variety of content and designs both print and digital pages. Candidates should have excellent writing and grammar skills, as well as a command of AP style and experience laying out print pages with Adobe InDesign. The job requires evening and some weekend and holiday hours. Duties include editing stories for print and online, writing engaging headlines, designing news and sports pages and working closely with other night editors to produce a high-quality publication on deadline. The Lawrence (Kan.) Journal-World operates a six-day morning newspaper that is delivered to about 10,000 households in Lawrence and northeast Kansas. In addition, the company operates LJWorld.com, a comprehensive news website that attracts about 25,000 daily users and is supported by a strong base of digital subscribers. The company also publishes KUsports.com, which provides complete cover of athletics at the University of Kansas. Lawrence is a growing community of about 100,000 people, and is a short 30-minute drive from the Kansas City metropolitan area. Lawrence is home to the University of Kansas, and offers a host of cultural and sporting amenities to its residents. The company offers a competitive wage based on experience and qualifications. The company's benefits package includes health insurance, paid vacation, sick leave, and 401(k) retirement plan. Applicants should send a cover letter and resume to Managing Editor Kim Callahan at kcallahan@ljworld.com. Finalists also should be prepared to take a copy editing test as part of the interview process.

REPORTER NEEDED — now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features

MARKETPLACE/CONT. FROM PAGE 6

and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at dpaxton@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

ADVERTISING

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

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

to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share. Compensation includes a base plus commission with established account list and benefits. To apply send your resume and cover letter to: Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: mhoisington@gbtribune.com

PRODUCTION

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.

PRINTING OPTIONS

The Manhattan Mercury can print your newspaper at a competitive rate, with award-winning quality. Contact Ned Seaton, 785-776-2200, ext. 255, or nseaton@themercury.com. Keep your printing in Kansas with a local, family-run business.

NEWSPAPERS FOR SALE

NEW! Western Kansas weekly. Solid advertising base. Progressive community with growing population. Inquire through KPA by emailing ebradbury@kspress.com.

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)

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FRIENDS OF KPA

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(for questions on cameras in the courtroom and KORA-KOMA as it relates to the court system)

If it's safe next year, we'll host a BIG party

Onward! The path may be rocky, but we are looking ahead and moving forward ... one strategic step at a time.

Over this past year, we have all reflected, paused and at times – I'll admit it – been (almost) paralyzed with fear. Personally, one of the low points of this year occurred about three weeks ago.



Emily Bradbury

Despite our best efforts over the past nine months, our household contracted COVID and became quite ill. Not "ICU stay" ill, but "in the ER because my heart didn't like COVID" ill.

Luckily, we have recovered and are back to ... well, life.

Today with the vaccine approved and being distributed to our front line workers and at-risk populations, there is a feeling of hope. Hope that there is a light at the end of the very dark tunnel that was 2020.

Our attention is being turned to where we go from here.

What will life look like? When will we

be able to gather together again? What long-term impact will this have on our industry and advertisers?

We are in a sort of pandemic purgatory but we have decided to look ahead and hope (and plan) for brighter days.

What do we have coming for you in 2021?

Per usual, we will be vigorously defending public notices and working to improve transparency in state and local governments during the 2021 session of the Kansas Legislature.

We are moving forward with planning for our 2021 KPA Convention June 10-11 in Newton.

If it is safe to do so – it's going to be one BIG party. Make plans to join us! We are also planning on a 2021 Sunflower State Spelling Bee and a redo of the first-ever Kansas Civics Games, all while selling newspaper advertising opportunities to statewide clients and providing all of our usual trainings and member benefits.

Speaking of rebates and placements, we are proud to have sent over \$400,000 (as of Nov. 2020) in rebates and placement dollars back to our members and anticipate sending even more in 2021. More than 95% of our members received their dues plus

more in rebates and placement monies. Not a bad return on your investment in your association.

Speaking of dues, 2021 dues are going out later this week. We have a new online ordering option for our

membership items. No more order forms to mail back! Watch your dues letter for more details.

Stay well, friends. Next Christmas will look much different and be filled with proper hugs and cheer.

We are almost there. Until then, we're sending you love and wishes for good health from our KPA family to yours.

Emily Bradbury is executive director of the Kansas Press Association.

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