

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION DEC. 21, 2022

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KPA executive director Emily Bradbury encourages members to lead fight for public notice.

KPA CALENDAR

DEC. 23-26, JAN. 2

Kansas Press Association office closed for holiday.

MARCH 25, 2023

Sunflower State Spelling Bee, Newman University, Wichita.

APRIL 6, 2023

Kansas Civics Games.

JUNE 9-10, 2023

Annual Kansas Press Association convention, Kansas Star Casino, Mulvane.

TODAY'S QUOTE

“Good journalism should challenge people, not just mindlessly amuse them.

— Carl Bernstein



The Awards of Excellence Contest is a chance to gain significant recognition for staff members of your newspaper. Here, Gail Parsons, news editor

of the Dickinson County News-Times, shows off a bevy of first place plaques after last June's AOE ceremony.

AOE a chance to recognize staff

It's time to begin identifying and assembling your entries for the 2023 Awards of Excellence contest put on annually by the Kansas Press Association.

The deadline for entries is set for Feb. 24, 2023. All entries must have been published between Jan. 1, 2022 and Dec. 31, 2022. Publication is defined by the issue date in the newspaper or timestamp.

Entry fees are \$25 per newspaper plus \$5 per entry, and payment must accompany your entries.

To download the AOE Call for Entries, [click here](#). It provides all the rules, categories and important reminders.

This year, all entries will be uploaded elec-

tronically to www.betterbnc.com. The contest platform is optimized for Google Chrome, so please have a recent version installed for the best contest experience.

All entries must be uploaded/submitted as full page e-tearsheets that show the date of publication or a screenshot noting the day of online publication.

The Call for Entries includes directions for preparing and submitting entries.

KPA will again also award separate news and advertising sweepstakes awards in each circulation category.

Awards will be presented at KPA's annual convention June 9 and 10, 2023 at the Kansas Star Casino in Mulvane.

Scammers are sending false emails again

Once again, scammers are using misleading emails to possibly trick Kansans into buying framed copies of pages that were printed in their local newspapers.

The Marysville Advocate is the latest victim of the scam.

The Advocate warned its read-

ers recently that those emails aren't coming from the Advocate but from an unknown vendor who is trying to take advantage of the local newspaper's hard work by reselling its content.

The out-of-state firm has been asked to cease and desist

by the Advocate, other newspapers and the Kansas Press Association, but those requests have so far been ignored,

KPA's advice to readers is to delete the emails, which have no association with the local newspaper and seek personal information.

While embarking on a new year, take an in-depth look at operation

There's no better time than the first of the year to take steps to improve your newspaper.

I visit several newspapers each month, both online and in-person, offering advice on ways to increase readership and ad revenue. It's becoming more common for me to work with everyone from the publisher to the front desk person when I visit a newspaper.

As we get set to begin 2023, here are some steps I often recommend when visiting with community papers:

□ Advertising Reps

Create a master chart to track your calls to customers. Be sure to include columns for "in-person," "phone," "text," and "email" calls. Look over your calls with your ad manager or publisher at the end of each week. I've found this is a straightforward method for increasing the number of calls, guaranteeing an increase in ad revenue. It is also an excellent reminder to make more in-person calls rather than relying too much on email or other contact methods.

□ Designers

Keep abreast of Pantone's list of popular colors. The list changes each year, and using the right color is a good way to increase the effectiveness of an ad. Also, keep an eye on popular font styles. Especially in ad design, these change about as often as clothing styles.

□ Editors

Make it a habit to meet with reporters and designers to discuss ways to improve the content and design of your newspaper. Do you want to increase readership? The quickest way I know of is to improve the content and look of your newspaper.

□ Front Desk

I don't know why it surprises me that most newspapers I visit still have friendly faces welcoming folks into the building. I guess my surprise comes from the disappearance of helpers in department stores

and other businesses. More often than not, the front desk staff is in charge of calls for classifieds and contacting customers with expired subscriptions. I used to wonder how I would fill an hour with the front desk staff at a newspaper, but it never fails that we spend more time than scheduled to discuss the layout of the classifieds, methods for increasing classified ad sales, retaining subscribers, and more. As we enter a new year, I suggest not overlooking the folks who take calls for classifieds and ensuring that your methods are as efficient as possible to increase classified sales and retain subscribers.



Kevin Slimp

□ Press Staff

Most newspapers don't have presses anymore, but I visit many papers that have presses. When I was younger, I noticed the folks who run presses were often wary when I showed up. I soon learned the words, "What can I do to make your job better?" led to conversations that improved the printing quality of their papers. Don't overlook the press staff if you have a press at your paper. Take time to ask what you can do to make their work go more smoothly and improve the paper's quality.

□ Publishers

The most successful papers I've worked with in 2022 – and there have been a lot of them – have publishers that are "hands-on"

As we enter a new year, I suggest not overlooking the folks who take calls for classifieds and ensuring that your methods are as efficient as possible to increase classified sales and retain subscribers.

in the daily operation of the newspaper. Years ago, a young editor called me panicked when she had been offered the publisher's position at a nearby daily paper. "What does a publisher do?" she asked. "It's simple," I replied. "Either nothing...

or everything." Successful papers have publishers who are involved in the paper and the community.

□ Reporters

Seasoned reporters know that the "hook" makes or breaks a story. Those first few words invite the reader into the story

2022-2023 KPA BOARD

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Say what you're going to do — then do it

Joanne is an ad manager with a common-sense approach to managing her team and their goals. She believes in communication – not micro-management – but real communication on how things are going.



John Foust

“For years,” she told me, “I often found out at the eleventh hour that something wasn’t going as planned. A crucial email wasn’t sent in time, a proposal was held up by research delays, or an ad deadline wasn’t met. Now, those things can happen to even the best members of an ad team at the best of publications. But it puts everyone in an awkward position and threatens to damage our credibility.”

“So, I started relying on a little saying that I heard a long time ago: ‘Say what you’re going to do. Then do it, or renegotiate.’ It has become a catchphrase around the office.”

“Start out with a realistic commitment, by saying what you’re going to do, whether it’s to email certain information to an advertiser by the end of the week, submit a proposal by next Tuesday, or have an ad ready to run by this afternoon. Then

do what you committed to do – on time. It sounds simple, but some salespeople get so excited about a sale that they have a tendency to overpromise. That’s where they can get into trouble by thinking they can double their effort and get things done on schedule. The result is often a missed deadline or sloppy proofreading.

“That’s why renegotiating is so important,” Joanne said. “As soon as they know things aren’t going as promised, it’s best to go back to the other person and say something like, ‘I’m sorry the proposal I promised by next Tuesday has been delayed. I wanted

to tell you as soon as I found out, because you have a right to know exactly what’s going on.”

“Let’s talk about some alternatives. Could later next week possibly work for you? That will allow us to gather more complete demographic information and give you a better view of your target audience.” Notice how the statement ends with a benefit to the other person.

“As a manager,” Joanne explained, “this approach helps me stay up to speed with what is happening with our advertising

department. Plus, it shows the team that this kind of situation does not mean failure. It’s just a speed bump along the way. This is much better than waiting until the last minute to tell me, their advertiser or their coworkers.”

There’s a big lesson in Joanne’s philosophy. Transparency is a key principle of business communication. The word itself indicates “seeing through,” such as a window allows us to see what’s on the other side. When we are transparent with other people, we eliminate the window shades of pride and embarrassment which tempt us to

Transparency is a key principle of business communication. The word itself indicates ‘seeing through,’ such as a window allows us to see what’s on the other side.

wait “one more day” before sharing what we fear could be interpreted as bad news.

While bad news is not happy news, this technique can help keep the lines of communication – and customer relations – open.

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

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Slimp

Continued from Page 2

or tell them to look elsewhere. Be sure to hook your readers with the first paragraph of every story. It might seem like nothing happened in the school board meeting that excites the reader. If there’s not, skip the story and write something that will interest your readers.

Newspaper staffs come in all sizes. Some newspapers I visit have staff persons who oversee technology, accounting, and

other areas. Other papers might have just three or four persons on staff. No matter the size of your team, my best advice is to involve everyone in finding ways to improve every aspect of your newspaper. Although I appreciate the work, you don’t always have to bring in an “expert” to make significant improvements to your paper.

Kevin Slimp has been a popular speaker and consultant in the newspaper industry since developing the PDF remote printing method in the mid 1990s. He can be reached at kevin@kevinslimp.com.

THIS MONTH’S QUESTION

Q. I’m looking at Affinity vs. Adobe Creative Suite. It seems like I can save money by switching, but then I might not get as many features. Any advice?

A. Consultant Russell Viers of Digiversity.tv has recently done a deep dive on this question. For those who don’t use most of the features available in the Adobe Creative Suite, it might be a solution. For him, maybe not so much.

To read Viers’ take on the issue, [go here](#).



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Guidelines for Hall of Fame induction expanded

Who deserves to be included in a hall of fame often generates heated debate.

You're probably familiar with the controversies about gambling and steroid use of players who otherwise would be shoo-ins for the Major League Baseball Hall of Fame. And the National Basketball Association is sometimes the butt of jokes for how easy it is to get admitted.

The Kansas Newspaper Hall of Fame doesn't make those kind of headlines, but some changes are afoot that I think are good for our association and journalism in general.

At the last Kansas Press Association board meeting, we approved special committee recommendations to open things up a bit and cast a wider look at who can be included, with an eye on diversity in race, gender and job title.



David A. Seaton

The committee came about from members, including some in the hall of fame, who wanted to do something about the lack of diversity.

Of the roughly 140 individuals now in our hall, six are female and just one is a person of color. Two of the six women were inducted in the past two years. The person of color, William Lewis Eagleson, was posthumously admitted this year.

Eagleson was the editor of the *Colored Citizen* in Fort Scott, established in the 1870s, and later an editor in Topeka. He advocated for equality for Black people.

Much of this is a function of the business itself and how male-dominated it's been historically.

Before anyone gets their hackles up about being too "woke," I'm a white male with three white male relatives in the Kansas Newspaper Hall of Fame. Nothing

wrong with white males. But as society opens up to be more inclusive, and to recognize hidden heroes of the past, so should we. It's right and fair to make an effort to better reflect our industry as a whole.

One purpose of a hall of fame is to inspire others to join and succeed in our business. Being more representative of society in general should help that.

In my opinion, having just one person of color among nearly 150 people is sad, frankly. My senior research paper for my history degree at KU was about Black-owned newspapers in Kansas in the late 1800s, so I'm confident there are more people to recognize even from that era.

Another concern being addressed is that the guidelines have narrowed nominees to mostly publishers and editors/reporters, with little consideration for non-executive individuals in other departments.

Yet another issue is that spouses who perhaps also owned a newspaper and worked alongside their husbands have been overlooked.

So the guidelines have been changed some. Now, a selection committee will review nominations and then send a list of diverse candidates to living hall of fame members and KPA past presidents for a vote. The selection committee and the word "diverse" are new.

Another change is that the requirement to have at least 25 years of service in Kansas is gone, although preference will be given to nominees who have spent a majority of their careers in Kansas, and who've made significant contributions to journalism in Kansas.

The board held a good discussion in which some directors insisted that the Kansas Newspaper Hall of Fame should be about Kansas, and not include somebody just because they have ties here.

That could water down the meaning the hall provides.

But this rewording might help us include journalists who worked in Kansas for a few years, not a full 25, and who made a mark nationally that we can boast about.

We've also added "long-time employee" to the

list of who can be considered, which previously was limited to educator, journalist, newspaper publisher or newspaper executive.

The KPA will celebrate its 160th anniversary in 2023, so the committee suggested we host a party that includes inducting women and people of color who might have been overlooked. Then, we might identify spouses of current hall of fame members who have been overlooked to be inducted at the President's Gala in October.

So with the launch of our Photo-journalism Hall of Fame in November and KU agreeing to house our own hall of fame materials on campus in a more prominent and accessible space, I think the effort to recognize the important and influential people in our industry has taken several big leaps forward.

As always, the big thanks go to Emily Bradbury and the KPA staff!

David Allen Seaton is president of the Kansas Press Association for 2022-23 and president of Winfield Publishing Co.

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NEWS BRIEFS

AP to expand democracy coverage

The Associated Press announced today it will inject additional resources into covering democracy in the U.S. with the goal of helping an increasingly polarized public better understand their government.

With philanthropic support, AP aims to improve civic literacy and combat misinformation by bolstering its explanatory journalism and providing information and tools to

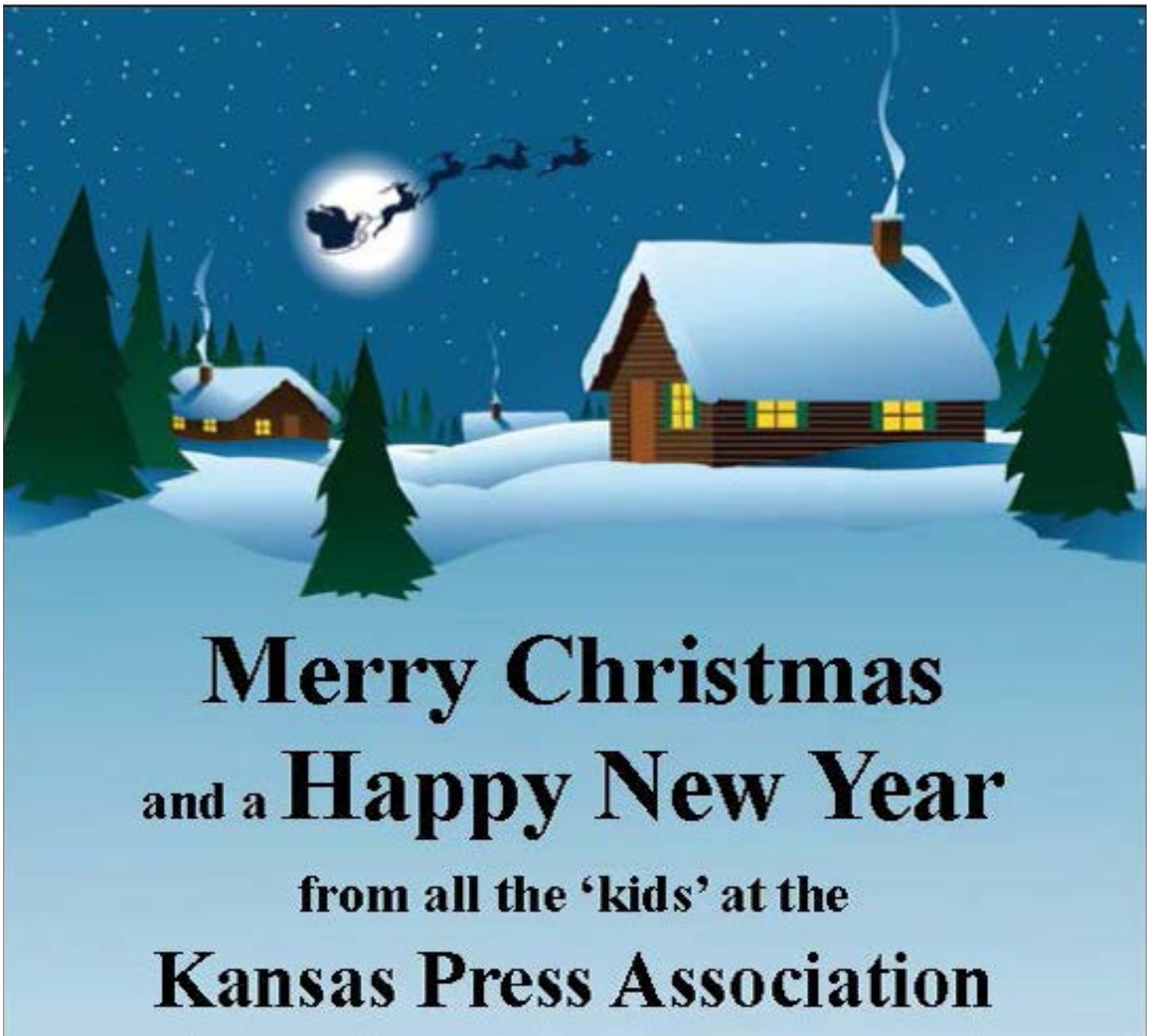
local newsrooms to aid their coverage. AP will also deepen its reporting on the impact of elections and election-related policy on communities of color.

JCPA apparently dead, for now

Congress has excluded the Journalism Competition and Preservation Act (JCPA) and Local Journalism Sustainability Act (LJSA) from the final draft

of the 2022 omnibus bill, sources confirm to Editor & Publisher.

Dean Ridings, CEO of America's Newspapers – which lobbied alongside the News/Media Alliance on behalf of both the JCPA and LJSA — told E&P, "This is certainly disappointing for us all. Either bill would have been very significant for our members and to the industry. We will need a different strategy for the 118th Congress."



**Merry Christmas
and a Happy New Year**
from all the 'kids' at the
Kansas Press Association



Emily Bradbury
*Executive
Director*



Amber Jackson
*Advertising
Director*



Lori Jackson
*Advertising
Administrative
Assistant*



Judy Beach
*Staff
Accountant*



Emma Platt
*Project
Coordinator*



Doug Anstaett
*Consultant, Editor,
Kansas Publisher*

After all, Christmas is for the children, isn't it?

MARKETPLACE

For KPA members, the first 35 words are free. Ads run for 60 days online unless renewed. To place an ad, [click here](#).

MANAGEMENT

MANAGING EDITOR – The Junction City Union is seeking a MANAGING EDITOR to lead our dynamic weekly newspaper. To apply, send resume and 3-5 examples of writing and/or design work to Megan at mmoser@themercury.com.

MAILROOM SUPERVISOR – The Manhattan Mercury is hiring a MAILROOM SUPERVISOR. This full-time, salaried position comes with full benefits. Apply at: The Manhattan Mercury, 318 N. 5th Street, Manhattan, KS 66502 or email bcarter@themercury.com.

MANAGING EDITOR/MARKETING DIRECTOR - The Lincoln Sentinel-Republican is a community newspaper in a dynamic region of history and tradition. Seeking the right individual to excel the newspaper (print/online). dnews-times@outlook.com (785) 366-6186

EDITOR AND GENERAL MANAGER – of a vibrant Texas Hill Country community weekly. Are you ready to take your reporting (sports and general) and management skills to the next level? Strong writing ability, reporting experience, community relations sensibility, and organizational skills are vital. Broad newspaper responsibilities will provide an opportunity to be involved in every level of weekly newspaper management, but direct previous management experience is not required. Layout experience a must. This is the perfect small-market management position! Wesnermedia@gmail.com Job Type: Full-time - Salary/pay is negotiable.

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.

NEWSPAPERS FOR SALE

FOR SALE – Free distribution, niche publication located in Kansas. Owner looking to retire. The publication is profitable and has a strong print and digital presence. Serves a tri-state area. If interested, please email Emily Bradbury at ebradbury@kspress.com. Emily will then pass along your interest to the publisher.

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

NEWS

SPORTS JOURNALIST – Community-minded journalist wanted for family-owned group of newspapers in south central Kansas and north central Oklahoma. Please send resume and samples to Jason Jump, publisher, at jjump@kcnonline.com.

REPORTER – Relocate to thriving, independent weekly that just won 40 KPA awards. Competitive salary, benefits, year-end bonus for upwardly mobile, enterprising, engaging general assignment reporter. Marion County Record. job@mnks.us.

NEWS REPORTER – The Emporia Gazette of Emporia, Kansas, has an immediate opening for a reporter who can build sources and dive into local issues. Duties include sports and general assignment, feature writing, coverage of local government boards and copy editing. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who doesn't shirk from the hard questions. This person must have the ability to work productively in a team setting. The person must be aggressive and adept at setting priorities and reordering them as needed, particularly under deadline pressure or as circumstances change. The person should have strong editing and writing skills, and experience with Multimedia journalism is must. Position will also require news page pagination and knowledge of InDesign. We use video, audio, Facebook and Twitter to tell our stories. We are a Monday through Saturday paper, covering six counties. Salary based on experience. We offer health benefits, 401(k) and two weeks vacation. Emporia is on the edge of the beautiful Kansas Flint Hills one hour away from major Kansas cities like Kansas City, Wichita and Topeka. Send cover letter, resume with references and writing samples to Chris Walker at walker@emporia.com (put reporter position in the subject line), or by mail to 517 Merchant, Emporia, Kansas 66801.

NEWS EDUCATION REPORTER – If you're a journalist who can uncover the stories where education policy and people collide, and bring those stories to life, we want you to apply to be the Education Reporter at The Wichita Beacon. Join our passionate team of journalists and growing newsroom covering Wichita and south central Kansas. Read more here.

GENERAL NEWS REPORTER AND DIGITAL CONTENT MANAGER – One of the state's top weekly local news operations just outside of Wichita is seeking an individual to be responsible for learning content management system (CMS) and developing features and opportunities for growth within a community news web site. Duties include daily management and oversight of all content; training other staff members when new features can be implemented. Experience with digital content management and social media are preferred. Video production skills are valuable as well. Duties of a General News Reporter are also part of the position. This includes some coverage of local news and features for a local newspaper as well as some feature writing for a community lifestyle magazine. Some benefits are available after an introductory period. Compensation will be aligned with experience and ability. Advancement opportunities are available for the right individual. If you are dependable, self-disciplined, can work independently and within a team and are looking for a position with a progressive company contact us today. Please email a resume with work

experience and references to jeff@derbyinformer.com. Derby Informer Inc. is an EOE

SENIOR REPORTER – Kansas City PBS is seeking a Senior Reporter for Flatland. Under the supervision of the Managing Editor, the senior reporter will work across platforms and departments to produce in-depth, magazine-style stories and multimedia news content that is equally thoughtful and compelling about important civic affairs topics in the Kansas City area. SALARY RANGE: \$45,000-\$55,000. If interested in this exciting opportunity, send cover letter, resume, and an example of your writing skills to human-resources@kansascitypbs.org. Please include in your cover letter how you learned about this position. KCPBS is an E-Verify, Affirmative Action and Equal Opportunity Employer.

SPORTS REPORTER – The Stillwater News Press is looking for a Sports Reporter to be a part of its award-winning staff. The reporter will cover high school sports, as well as athletics at Oklahoma State University, which is disseminated to all CNHI papers in Oklahoma. Experience with page design is preferred. Experience with photography is a plus. Must be able to work nights and the occasional weekends, especially during college football season. Please send a cover letter, resume and =examples of your published work to Stillwater News Press Sports Editor Jason Elmquist at jelmqvist@stwnewspress.com. The position is full time and offers an excellent benefit package including paid time off, insurance, and a 401K plan. EOA

SPORTS WRITER – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a Sports Writer. Duties include covering all local sports, building relationships, attending sporting events, interviews and taking pictures, staying current on what is happening with local sports and writing the needed content in a clear concise way conveying factual information. This position requires strong writing abilities, a keen understanding of the sports that are being covered, researching skills, and completing task with in a time frame. This person should have strong editing skills, and a knowledge of news page pagination and knowledge of Indesign. Salary Based on Experience. Send cover letter and resume with reference and writing samples to Kim Maguire General Manager at the email address belowadvertising@abilene-rc.com

JOURNALIST WANTED – 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. Send resumes to

MARKETPLACE/CONT. FROM PAGE 6

broy@bizjournals.com.

REPORTER – A duo of legacy newspapers located in the Platte Valley of Nebraska seeks a sports reporter to deliver top-notch sports coverage to our readers. Candidates must have a passion for sports and the players that play them. Page design experience a plus but we'll coach the right candidate without it. Candidates must have a willingness to become part of an active community, a strong work ethic, an ability to develop solid player/parent/coach relationships, and thrive in a small team environment. Interested candidates should send a resume and work samples to josh@indydailyreporter.com.

REPORTER – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a reporter who can build sources and dive into local issues. Duties include general assignment, feature writing, coverage of local government boards, and copyediting. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who does not shirk from the hard questions. This person must have the ability to work productively in a team setting. Must be aggressive and adept at setting priorities and reordering them as needed, particularly under deadline pressure or as circumstances change. The person should have strong editing and writing skills. The position will also require news page pagination and knowledge of InDesign. Salary based on experience. Send cover letter, resume with references and writing samples to Kim Maguire, General Manager at advertising@abilene-rc.com.

EDITOR – Come join our team as we grow! Weekly newspaper located in Texas is in search of a great editor. The leader we seek will be hands-on in all parts of our weekly newspaper, from covering sporting events and city council to layout and photography. Community involvement is a must. Experience in Indesign and Photoshop is preferred but not required. For more information, please submit your resume and cover letter to swood@ntin.net

EDITOR – The Shawnee Mission Post is hiring an Audience Engagement Editor to ensure our coverage of Johnson County reaches the people who will value it most. The new staff member will be charged with leading the organization to the next level in its use of social media. Click here for details.

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 expertise 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.

ENTERPRISING REPORTER – Distinguished, independently owned paper seeks dedicated contributor to weekly showcase of engaging, human-focused features. Salary \$27,000 to \$34,000, plus insurance. Relocate to artsy Flint Hills community with strong schools, two resort lakes. job@mnks.us.

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.

ADVERTISING

ADVERTISING SALES MANAGER -The Cowley CourierTraveler is searching for an advertising manager to oversee advertising sales and staff, sell to accounts and work closely with management to expand print and online products. Previous newspaper advertising experience preferred. Experience with creative software, digital marketing, website maintenance and social media a plus. The position will be located in Arkansas City, Kansas. Send resume to daseaton@ctnewsline.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 benefit. To apply send your resume and cover letter to: Judy Duryee, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: jduryee@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)

FULL-TIME PRESS OPERATOR – Montgomery County Media, LLC is seeking a full-time press operator to join our printing team based in the charming and vibrant community of Independence, KS. The ideal candidate will have previous web press experience including printing of process color, GOSS press maintenance, and press make-ready. Solid work ethic along with mechanical skills and the ability to react quickly to print related issues is a must. We are willing to train the right person. Job requirements include: Current valid driver's license with clean driving record, 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 an ability to communicate effectively with team members. If interested, please send a resume with references included to josh@indydailyreporter.com. EOE.

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 jduryee@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.

KPA needs your help in public notice fight

I can't believe that 2022 has come and gone. As we prepare for a new legislative session, we need your help. We want every state representative and state senator to hear their hometown publisher's opinion on public notices.

Specifically, they need to hear you say loud and clear that eliminating newspaper notice in favor of government websites and social media is an unbelievably dangerous idea that's toxic to government accountability.

Here are a few talking points to help. Thank you to Texas Press for allowing us to reprint (with a few edits, of course!).



Emily Bradbury

Why public notices belong in newspapers

1) The purpose of public notices is to make citizens aware of governmental actions and intent. That's why the Kansas Constitution and numerous Kansas statutes require them.

There's no more effective way to notify large numbers of people than with newspapers, which publish the notices both in print AND online.

2) Newspapers' readership far exceeds that of any other medium. The number of print readers, combined with our online readers, makes total newspaper penetration most attractive to anyone who must reach a mass audience.

3) Regardless of the market size, newspaper online traffic is consistently much higher than readership of governmental websites. While newspapers – in print and online – are seen as a “go-to” independent source for reliable and consistent local information, local governmental websites have a very small sliver of readership.

4) Newspaper readers are most likely to be involved in local civic activities — and to vote.

5) Kansas newspapers not only publish public notices in print and on their websites, but they combine all their notices into a free, searchable statewide website. Newspaper notices can be accessed by citizens and vendors in other areas of the state. Readers can even sign up for email notifications whenever a notice regarding an area of interest to them is filed. All this is at no extra charge to the governmental entity.

6) Kansas law requires that newspapers print public notices at their lowest published classified rate, so the taxpayer is getting a bargain. The fees are used to help defray the hard costs of paper,

ink, delivery and the personnel cost of producing the pages and the online components.

7) Many governmental entities already post their notices online, in addition to publishing them in the newspaper. There's certainly nothing wrong with doing that. But if the notices were only available on those government sites, they would be seen only by citizens who actively seek them out — and could be found only by those who (a.) have online access, (b.) are aware of each of the myriad of governmental entities whose sites they should scour for notices (Kansas has upwards of 3792), and (c.) have the expertise to locate notices that may be buried many clicks deep within a governmental website. A newspaper notice published in the area affected, however, can and often is “discovered” by a reader who is simply reading the paper with her morning coffee.

8) Discovering a governmental notice may be how a citizen first hears of governmental plans that have an important impact on her — actions such as annexations, zoning changes, school attendance zone revisions, tax increases, bond issues, large governmental purchases, or planned projects with environmental impacts such as landfills, etc.

9) The elderly, the poor, minorities and rural residents are statistically less likely to have internet access than other groups. Eliminating print notice would effectively disenfranchise these citizens from civic involvement.

10) The independent third-party approach to publishing and archiving public notices is a critically important element of government transparency and accountability. If governmental entities are allowed to “publish” and archive their notices on complex governmental websites that are designed, maintained and operated by the governmental officials themselves, citizens could lose much more than the relatively few dollars involved in the cost of newspaper public notices.

11) Income from published legal notices helps pay the expenses of printing the newspaper. If newspaper notices are eliminated, not only the newspaper would be hurt and, most importantly, so would the community. Governmental transparency and accountability to taxpayers will be terribly diminished. Studies in other states have shown that the spending and tax rates of local government have increased in areas that have eliminated newspaper notice.

Specifically, they need to hear you say loud and clear that eliminating newspaper notice in favor of government websites and social media is an unbelievably dangerous idea ...

Emily Bradbury is executive director of the Kansas Press Association.

Long-time publishers sell newspapers in northwest Kansas

Steve and Cynthia Haynes have sold their Nor'West Newspapers group to brothers Jesse and Lloyd Mullen, effective immediately.

The six newspapers include the Colby Free Press, Goodland Star-News, Oberlin Herald, Norton Telegram, St. Francis Herald/Bird City Times and the Rawlins County Square Deal.

The brothers said they were born into a newspaper family in Wyoming, and have since purchased and run several newspapers

across the western and northwestern U.S., including in Washington and Montana.

A new publisher has been introduced, Frank Perea, who has edited and published newspapers in many areas around the United States, with subscriber numbers from the low 1,000s to the 100,000 range.

Perea currently lives in Holyoke, Colo., but said he will move to northwest Kansas early in the new year

Perea told employees gathered for a group Zoom meeting after the announce-

ment that he wants to see all the newspapers in the group flourish and prosper. The Hayneses have been in the newspaper business for over 40 years, and since both of them are 74, they hope to retire and spend more time with their family.

“We may do more traveling now,” Steve Haynes said, “but who knows?”

“We'll continue to be around, and we'll help out from time to time,” Cynthia Haynes said.

The couple moved to Oberlin in 1993.