

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JAN. 18, 2023

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KPA CALENDAR

FEB. 24

Deadline for entries in AOE contest. See story below.

MARCH 25

Sunflower State Spelling Bee, Newman University, Wichita.

APRIL 6

Kansas Civics Games, Topeka.

APRIL 21

Ribbon cutting for combined Kansas Media Hall of Fame, University of Kansas.

JUNE 9-10

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

TODAY'S QUOTE

“Journalism is literature in a hurry.”
— Matthew Arnold

Huge open government victory!

Public agencies must produce electronic records under KORA

By Max Kautsch

Earlier this month, the Kansas Supreme Court ushered in a new era of presumed and prompt access to electronic records under the Kansas Open Records Act.

As the Court put it, KORA “obliges the agency” receiving a request for records “to faithfully duplicate the public record in all its respects” when providing copies to a requester. You can read the court’s ruling [here](#).

Here’s how the case unfolded:

Agency refuses to provide electronic records

In *Roe v. Phillips County Hospital*, the Court considered whether a public agency was required to disclose computer files, specifically, certain Excel spreadsheets, in response to a former board

member’s KORA request for those spreadsheets in their native electronic format.

The hospital was only willing to disclose the records by printing paper copies of the information in the spreadsheets appearing on their screens and charging a fee for providing the copies.

The former board member, Kelly Roe, refused to pay for the paper copies, arguing that the hospital had violated KORA by refusing to provide the records in the form in which the agency



Max Kautsch

See KORA RULING on Page 5



Last week’s *Brown Bag* topic focused on cutting expenses at our newspaper operations. Twenty people were on the Zoom meeting. A number of

helpful suggestions were discussed in the roundtable discussion. If you would like to download a recording of the session, [click here](#).

Have you started identifying AOE entries?

The Kansas Press Association’s Awards of Excellence contest is a perfect way to highlight your staff’s work and encourage repeat performances.

It’s time to start reviewing your work from 2022 and mak-

ing your selections.

The deadline for entries is Feb. 24.

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

the timestamp on your website.

To download the AOE Call for Entries, [click here](#).

It provides all the rules, categories and important reminders.

Entry fees are \$25 per news-

See AOE on Page 3

Newspapers on a growth curve often share certain similarities

I'm going to let you in on a little secret. I don't plan these columns in advance. Most months, I receive an email from newspaper industry executive Jack Guza reminding me that my column is due in a day or two.

Jack's messages generally prompt me to take a seat in my upstairs writer's lair to pen a few words, typically about 800, concerning the current state of newspapers.

After 25 years of writing this column, I've found that my most popular tend to be columns written just before deadline. And like most writers, I'll use any excuse to delay the inevitable.

It's early January, and as I drove home tonight after spending the day with a newspaper staff in Tennessee, it dawned on me that I have a lot to say to my readers as we begin this new year.

Possibly inspired by today's group, as well as several interactions I've had with publishers in recent weeks, I'd like to share some thoughts about where I see community newspapers heading as we begin 2023.

I noted a few months back that my schedule has become surprisingly busy.

Most everyone in the newspaper consulting work that I know noticed a serious drop in requests for help beginning a few years ago. Several stopped working with newspapers altogether and moved into other industries.

I wasn't immune. Newspapers requesting my help took a serious dip three or four years ago. I used the opportunity to begin a couple of new businesses – using much of the advice I had been giving others for the past 30 years – which have turned out to be quite successful, figuring my days working with newspapers were near an end.

Then came 2022. I can't explain why, but I was busier than ever in 2022 – advising papers, redesigning papers, leading webinars and fulfilling other requests.

I hired additional staff to help with my

other businesses to free up time to take advantage of the work offered by newspapers. My calendar in 2023 has just a few free days remaining. I'm busier than ever.

Which begs the question: "What is going on?"

I can only make an educated guess, but I'm sensing undeniable correlations as I hear from and visit publishers these days. I'm learning that many locally owned community papers had an excellent year in 2022, prompting them to reinvest in growing their papers. Unlike in prior years, I hear from papers with increasing readership and advertising revenue.

Luck? Maybe a little. But most of what's happening at these papers can't be attributed to chance. Here are some of the correlations I'm seeing in growing community papers:

❑ Growing papers invest in their communities. Locally owned papers have an undeniable stake in their communities, causing them to invest more heavily in those areas.

❑ Growing papers invest in their staff. In my experience, it's rare to see staff cuts at successful papers. We've all heard the saying, "You can't cut your way to growth."

I've certainly found this true in my businesses and the newspapers I've worked with over the years. Growing papers train and reward their staff, creating

better newspapers.

❑ Growing newspapers create additional revenue by creating income through related products, not "get rich quick" schemes. Papers I've worked with that experience growth tend to generate niche publications, quality special sec-

tions, and other products that fit the work they've been doing for decades.

❑ Growing papers maintain a quality online presence while understanding most of their income will come from print products for the foreseeable future. Planning



Kevin Slimp

I'm learning that many locally owned community papers had an excellent year in 2022, prompting them to reinvest in growing their papers. Unlike in prior years, I hear from papers with increasing readership and advertising revenue.

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Leaders set the pace for their organizations

If you've been to a symphony concert, you've witnessed the cacophony of sound before the concert begins.

Every instrument seems to be in its own world, independently running through the musical scale.

Actually, this is a traditional and deliberate process to tune all of the instruments. First, a single instrument plays the note of A, then the other musicians tune their instruments to that note at the same time. Once an instrument is in tune, the musician often warms up by going through the scale. The objective is for each instrument to be perfectly in tune with every other instrument when the concert begins.

Although other instruments can be used for this purpose, an oboe is generally preferred, because its steady sound stands out from the others in the orchestra. The note of A is used, because all of the string instruments have A-strings.

All of this means that the oboe sets the pace for the entire orchestra. It's easy to see a direct comparison to a leader's role in the business world.



John Foust

A few points come to mind:

1. Leaders lead by example. They have to be in tune, themselves, before they are ready to lead others. Even though the old way of doing things ("Do as I say, not as I do.") never really worked, a lot of so-called leaders cling to that idea. Maybe it's habit, maybe it's insecurity, maybe they've never seen any other way.

A leader has been defined as "someone who has earned the right to have followers." One of the surest ways to earn that right is to be an example for others. The oboist plays A, not E or D or any other note.

If you want your team to be better listeners, be a better listener, yourself. If you want your team to be punctual, be punctual, yourself. If you want your team to understand the principles of effective ad copy and design, know them, yourself.

2. Leaders don't micromanage. You'll never see an oboist walking around to make sure the others are tuning properly. He or she stays seated, secure in the knowledge that the musicians are qualified to tune their instruments.

If a leader has done a proper job of training, there is no need to microman-

age. All micro-management does is give the manager a false sense of control over something in which he or she lacks confidence.

3. Leaders periodically review goals. Tuning is not a one-and-done activity. After the intermission in a concert, the orchestra repeats the tuning process. Adjustments are

expected. Nothing is left to chance.

Over time, team objectives require adjustments. Perhaps economic winds have shifted, clients have increased or decreased budgets, or new competitors have emerged.

You could say that – in music and in business – leadership is largely a matter of striking the right chord.

Although those changes may seem minor at first, they can develop into huge problems later. True leaders have the flexibility to review goals and make necessary tweaks along the way.

You could say that – in music and in business – leadership is largely a matter of striking the right chord.

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

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AOE

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paper plus \$5 per entry, and payment must accompany your entries.

This year, all entries will be uploaded electronically 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.

The publications with the highest cumulative points in their division will be awarded the Sweepstakes plaque. Points will be awarded for first, second and third places.

There will be two separate Sweepstakes awards in each division: one for News and Writing and one for Advertising.

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



THIS MONTH'S QUESTION

Q. I have heard about SB 13 and how it deals with the exclusive broadcast agreement that KSHSAA has with NFHS. What is the KPA's position?

A. The KPA will be submitting proponent testimony on behalf of SB13.

We do not believe that exclusive broadcast agreements for local school events and activities are good for communities or Kansas businesses.

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Catering to reader, viewer preferences pays off

Are you ever surprised at what stories or content gets the most views on your website? I am.

Well, not so much anymore, but I was when we first delved into our online analytics several years ago.

Crime and courts, of course, get plenty of eyeballs. This goes back to the age-old saying that if it bleeds, it leads.

At the CourierTraveler, we've had periods when we played up crime stories, and periods when we've backed off some. That coverage is often influenced by the interests and abilities of our news staff.

At the moment, we aren't chasing breaking crime stories like we used to, but we have enhanced our court coverage in recent years. The relatively-new searchable database, search.ks.courts.org, helps quite a bit with that.

What surprised me most was how popular business stories are

online. Especially those that reveal a new business coming to town or an existing one that plans to close, especially a retail store or restaurant.

As a government reporter in my early journalism years, I didn't take business reporting all that seriously. And when I began to shape coverage here at Winfield Publishing Company, I continued to view such stories as a low priority.

"Buy an ad!" was my guiding motto.

But, wow, does this kind of content attract viewers. For example, eight of the

top 20 stories at ctnewsonline.com. during 2022 were business-related. No. 1 — by a long shot — carried the headline, "Popular Winfield restaurant to close."

Five of the top 20 stories fall into the crime and courts category.

Four I would classify as human interest. This relatively high amount of attention that a good feature story can get is encouraging. It's what many small-town reporters prefer to do the most.

Sadly, for this Fourth Estate guy, just two articles are what I would call government coverage. I wrote an entire column about the importance of accountability journalism and said that it was also good business. I still believe that, but these metrics can shape how we cover government and allocate our reporting time and energy.

And that's my basic point here. Knowing what people are reading can help keep our coverage relevant, which is defiantly good business.

A Montgomery Symposium a few years ago in Lawrence about this very subject shifted my thinking.

The bottom line was to create more valuable content that might entice viewers to become paying online subscribers.

Of course online viewership and print readership are not necessarily the same thing, but it makes sense that what's popular online is probably well read in print.

Business stories are now a higher

priority for us. We try to keep up with cops and courts, and we make sure to hunt good feature stories.

Another tip that stuck with me from that symposium was the value of a strong headline to catch people's attention. The advice was to write different headlines for print and online. There's more leeway online to be catchy or even humorous, I think.

We can go overboard on this. We shouldn't sacrifice our role as serious, community-minded institutions to chase eyeballs. We can't sell out to prurient or

commercial desires. And in the end most of our bread is still buttered by print, not online subscriptions or advertising.

But the days of covering every governmental meeting — and especially writing mundane stories about all the action items — are over. As is the past focus on what we might call the usual suspects: chamber, school, library, church and other events that cater to a narrow audience.

In the old days it made sense to devote more time to these things, but with our limited resources and big changes in how people consume information, it makes sense to shift toward what can better capture people's attention.

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



David A. Seaton

Knowing what people are reading can help keep our coverage relevant, which is defiantly good business.

Here's how AI would solve news industry issues

Editor's note: *The following was provided by an industry friend, Sammy Papert. His website is "[Wormhole](#)."*

By Sammy Papert

I set up an account and asked the much-buzzed-about ChatGPT from Open.AI this question: "What to do to save the newspaper industry?"

Here is the verbatim response:

1. Diversifying revenue streams:

Many newspapers have traditionally relied heavily on advertising revenue, which has declined in recent years due to the rise of online platforms. Newspapers can try to diversify their revenue streams by offering paid subscriptions, hosting events and sell-



Sammy Papert

ing merchandise.

2. Investing in digital platforms:

Many people now get their news online, so it is important for newspapers to have a strong digital presence. This could involve creating a website, optimizing content for search engines, and using social media to reach

new readers.

3. Focusing on local news: National newspapers face intense competition from online news sources, but local newspapers

may be able to differentiate themselves by providing in-depth coverage of local issues and events.

4. Experimenting with new formats: Some newspapers are experimenting with new formats, such as online-only publications or newsletters, to reach new readers and appeal to younger audiences.

5. Collaborating with other media outlets: Newspapers can also try to collaborate with other media outlets, such as television stations or radio stations, to reach a wider audience and share resources.

6. Offering unique and high-quality content: Finally, newspapers can try to set

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KORA ruling

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possessed them. She filed a KORA complaint against the hospital with then Attorney General Derek Schmidt in 2019, and when that office failed to respond within 90 days, she represented herself and sued the hospital in Phillips County District Court.

Attorney General sides with agency

While the case was pending in district court, Schmidt's office denied the former board member's complaint, finding that KORA requires the production of electronic records only if the requested record exist only in electronic format.

The AG's office found that so long as electronic records such as Excel spreadsheets could be printed, the agency could comply with KORA by offering the requester paper copies of the information contained in computer files.

Allowing an agency to dictate the format in which records are disseminated in response to a KORA request would have rendered one of the law's core tenets, that "public records" are defined as "any recorded information, regardless of form, characteristics or location," effectively meaningless.

Appeals Court adopts AG's conclusion

In spite of the AG's conclusion, the district court ruled in 2020 that the hospital was required to disclose the Excel spreadsheets the former board member has requested, relying in part on a substantial body of Attorney General Opinions finding since the 1980s that records must be produced in electronic format upon request.

But the hospital appealed the district court's opinion. With the board member representing herself, the Court of Appeals ruled in February of last year that "KORA does not require a public agency to produce electronic public records in the format of the requester's choice."

The opinion barely acknowledged an amicus brief in support of the former board member's position that stakeholders, including the KPA, had filed.

If that ruling had stood, agencies would have been able to comply with KORA requests for computer files simply by printing the screens and charging the public for the paper copies.

Supreme Court steps in

The former board member hired the attorney who had represented the stakeholders in the amicus brief to appeal the ruling to the Supreme Court. After hearing oral arguments in October of 2022, the Court held in January of 2023 that "[t]he plain language of K.S.A. 45-219(a) requires a public agency, upon request, to provide a copy of a public record in the format in which it maintains that record."

Not only did the Supreme Court reverse the Court of Appeals decision, but it also noted that Schmidt's office had "reached a conclusion generally different than those expressed in previous AG opinions."

The Court also implied what agencies must do to comply with KORA in the digital age: public records in an electronic format can "easily be provided by, for example, email or thumb drive."

As a result, this ruling puts an end to a tactic sometimes employed by public agencies disinterested in transparency to do things like print thousands of pages of emails rather than provide electronic versions that would be substantially easier to search and store.

Audio and video records fair game

Finally, this ruling, combined with a Sedgwick County District Court case involving body camera videos in 2021, makes clear that not only must public agencies be prepared to disclose computer files like the Excel spreadsheets the former board member sought in this case, but also any electronic record, such as audio and video.

In the Sedgwick County case, the Wichita Eagle sought body camera footage related to closed investigations, which was stored electronically. The city denied the request in part because KORA provides that "[a] public agency shall not be required to provide copies of radio or recording tapes or discs, video tapes...or similar audio or visual items or devices ..."

But the court ruled that "K.S.A. 45-219(a) is inapplicable.

"Just because one method of transmitting that data may be by way of a 'disc', the fact is that it does not have to be."

The judge rejected the city's position because endorsing it would have led to an "absurd result." Not only did the court order disclosure of the video in electronic format, it ordered the city to pay the Eagle's attorney fees.

Both Roe and the Eagle's case stand for the proposition that electronic records

stored on computer, including audio and video, must be disclosed under KORA.

A new era of access indeed!

Max Kautsch is the legal hotline attorney for the Kansas Press Association. He represented Kelly Roe before the Kansas Supreme Court.

Allowing an agency to dictate the format in which records are disseminated in response to a KORA request would have rendered one of the law's core tenets, that 'public records' are defined as 'any recorded information, regardless of form, characteristics or location,' effectively meaningless.

Editors: cost-cutting to continue in 2023

After a turbulent year ending in soaring inflation, mass layoffs and a social media implosion, editors around the world are heading into 2023 with a profound sense of uncertainty, according to a Reuters Institute for Journalism at Oxford report released Monday.

The Institute surveyed 303 news leaders from 53 countries and territories in November and December and found that only

44% were confident about their company's business prospects this year.

Roughly a fifth, or 19%, said they were not confident, and 37% expressed uncertainty.

"Even those that are optimistic expect to see layoffs and other cost-cutting measures in the next year," the report reads.

Publishers at print and digital outlets alike raised concerns about declining traf-

fic and advertising revenue. Broadcasters, too, are facing shrinking audiences.

Meanwhile, inflation has caused costs to rise and many households to reduce their spending.

Nevertheless, 68% of news leaders say they expect digital subscriptions to grow this year.

To read more, [go here](#).

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

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.

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@kconline.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.

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 humanresources@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 jelmquist@stwnnewspress.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 below advertising@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 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.

MARKETPLACE/CONT. FROM PAGE 6

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 the email address 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 Courier/Traveler 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@ctnewsonline.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: 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.

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

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

KPA provides tools for legislative coverage

As I write this, K-State is beating KU in, of all things, basketball. I like being an Ichabod – I can be a fan of all or none. Go, Team Sunflower!

January means one thing at the Kansas Press Association: the Kansas Legislature is back in session.



Emily Bradbury

Our team takes the holiday season to prepare for the January sprint to Sine Die. It is a time that goes so fast and so slow, all at the same time.

I know you know what I mean.

Quite a few of you run stories on what is happening at the Legislature.

As a KPA member, you can access a few tools to make your coverage easier and more comprehensive.

☐ The Kansas Newspaper Foundation helps underwrite the KU Statehouse Bureau. Advanced journalism students cover the legislature and write weekly stories for your use.

When the Bureau starts to publish, we will send a note to all members with login instructions.

☐ KPA pays a yearly subscription fee for all members to access KanFocus.com. It is a vote-tracking software that allows you to monitor bills



Quite a few of you run stories on what is happening at the Legislature. As a KPA member, you can access a few tools to make your coverage easier and more comprehensive.



that directly affect your community. [Email me](#) if you need your login credentials.

☐ The Kansas Reflector and The Beacon allow you to publish their stories for free with appropriate attribution (details are published on their respective websites).

☐ The Kansas News Service is another resource for stories on issues that affect our state.

☐ Lastly, please don't forget about our 2023 Awards of Excellence Contest.

We are open for submissions and the deadline is 10 p.m. Friday, Feb. 24.

Get those entries in as soon as possible. Don't stress me out, OK?

Until next time ...

Emily Bradbury is executive director of the Kansas Press Association.

Papert

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themselves apart by offering unique and high-quality content that cannot be found elsewhere. This could involve investing in investigative journalism or providing in-depth analysis of important issues.

This is NOT the annoying chatbot or frustrating IVR experience we've grown accustomed to. This IS something new and different.

Most will not be surprised by the suggestions. They are not as sophisticated or nuanced as tactics you are likely enjoying

You should be asking yourself: How will (not can) I harvest, deploy, leverage or monetize artificial intelligence to help all the customers we serve?

success with right now, yet they are on target directionally.

The two really important takeaways:

Each of the six points has merit but for local news-media points #3 and #6 must be your focus!

Whether a major metro or niche weekly, you cannot [repeat CANNOT] do LOCAL enough.

You should be asking yourself: How will (not can) I harvest, deploy, leverage or monetize artificial intelligence to help all the customers we serve?

I'd love to hear where you are headed!

Here's hoping January is off to a blistering start, your weather has been moderate, and the early-in-the-year optimism understates how well 2023 plays out!

Sammy Papert is a long-time leader in the newspaper industry. He can be reached by email [here](#).

Slimp

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for the long term doesn't mean giving up on the successes of the past.

☐ Growing papers have management and staff that work together as teams. Reporting to "unknown" voices in far-away cities leads to disjointed staff, often competing against each other instead of working together toward a common goal.

Growing newspapers make their customers feel important. While visiting with circulation staff at newspapers, I often

suggest writing personal notes on each resubscription notice that goes out. It's just one of many ways we make readers feel important.

I could go on, but I'm guessing you get the idea.

There are a lot of community papers doing well right now. Sometimes I feel a little overwhelmed by the requests but feel very fortunate at the same time.

My 2023 calendar includes consultations, redesigns, staff training events and more. I've had to cut back on my convention speaking to keep up with all the requests.

Most of the publishers who call me don't need my help for their papers to be successful. They're already successful. And that may be the ultimate clue to what is happening at these newspapers. Growing papers tend to invest in their communities and staff to succeed long-term, not just produce quick income in the short term.

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.