

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JAN. 19, 2022

## INSIDE TODAY

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Kevin Slimp offers more advice to newspaper staff members on backup drives, training.

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John Foust says clients can “hook” more customers if their advertising “bait” is fresh.

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Former Senate President Steve Morris challenges the decision to restrict reporters’ access to the Kansas Senate chambers.

### PAGE 8

Executive Director Emily Bradbury doesn’t like surprises; here are a few you might like.

## KPA CALENDAR

**JAN. 28, 2022**

Next “Brownbag and B.S.” Zoom meeting. Story, Page 5.

**JAN. 30, 2022**

Deadline to pay 2022 Kansas Press Association dues.

**FEB. 28, 2022**

Deadline for this year’s Awards of Excellence entries.

**JUNE 9-10, 2022**

Kansas Press Association Annual Convention, Meridian Center, Newton.

## TODAY’S QUOTE

“Four hostile newspapers are more to be feared than a thousand bayonets ...”

—Napoleon Bonaparte



*Kansas Press Association staff members now work mostly from home offices, but meet in person each week at the Topeka-Shawnee County Library and elsewhere to keep plugged in. Shown are Amber Jackson, Emily Bradbury and Lori Jackson; Judy Beach and Emma Platt were away.*

## ‘Work from home’ works for KPA

It’s been about 20 months since the Kansas Press Association sold its headquarters in Topeka and instituted a work-from-home operation.

So, how’s it going so far?

“It has been an amazing transition,” said Emily Bradbury, KPA executive director. “Of course, there have been

issues, but I think the staff has responded well to the new challenges. We’re pleased with where we are today.”

When the pandemic first hit and work from home became common across the United States, the association had already begun to look into selling the building at 5423 S.W.

7th St. in west Topeka. Staff had identified at least \$35,000 in savings on everything from property taxes and utilities to maintenance of the building.

One of the chief advantages came in staff savings on office expenses and time commuting

**See HOME on Page 8**

## Last chance to aid business model study

Responses from weekly newspaper publishers across America are still needed for a research project trying to identify innovative business model solutions.

The deadline for replying to the survey is Jan. 23. [Click here](#) to access the five-minute survey.

A multi-state team of journalism researchers, state newspaper association directors and journalists will be looking at the research, but a higher number of responses will make the study more statistically accurate. So far, 170 responses have been received; 300 would be ideal, say researchers. Kansas leads all other states with 30 responses.

The survey asks what publishers see as the industry’s future business model.

Those who complete the survey can enter a

drawing to win a \$100 gift card.

The research team is led by Teri Finneman, a journalism professor at the University of Kansas. The partnership includes the South Dakota Newspaper Association, the Kansas Press Association and journalism researchers at the University of Colorado Boulder, University of Minnesota and University of Tennessee.

“It is really important that as many people across the country fill out this survey as possible as it’s the best way for us to get input on a new business model that can actually work for weekly newspapers,” Finneman said. “If you know publishers in other states, please encourage them to fill it out as well since it’s critically important we hear from a wide variety of folks on what can work.”

# Are employee training grants available from state agencies?

In a couple of recent columns, I touched on two topics that greatly affected my work in the last few days of 2021. Here's more.

## Free Training for Your Staff

In my end-of-year column last month, I mentioned that newspapers are uniquely positioned to utilize government grants to pay for on-site training. I first became aware of this when Joel Washburn invited me to visit his paper for a day in McKenzie, Tenn., to offer training for his entire staff a few years ago. While there, he shared that the state of Tennessee was funding my visit through a small business grant.



**Kevin Slimp**

Since then, I've worked with papers in several states that have received grants to pay the entire bill for my services to offer on-site training. These grants covered the training

and costs related to travel and any other expenses.

A few months ago, I assisted a weekly newspaper in another state in creating a report to be submitted to their state in hopes of acquiring a significant grant that would pay all costs related to on-site training for their staff in spring 2022. What a great Christmas present I received when I heard from the publisher of that paper to let me know the state approved the grant, and I'll be heading to their location for several days this spring. Their grant will cover all expenses for travel and training while I'm on-site, plus six months of monthly online training and consulting for their staff afterward. Yes, it was a significant "chunk of change," but I wasn't surprised to learn it had been approved.

Having been involved in helping several newspapers receive grants, I've learned a few things that are important when applying to states for funds:

☐ It helps if your newspaper is locally owned. Most of the small business grants I've helped newspapers acquire were designated for locally owned small businesses

offering training for their staff.

☐ It helps if the training benefits every person on staff. If I remember correctly, every time I've worked on-site with a grant recipient, it was to work with every staff person, including reporters, designers, editors, publishers, circulation staff, ad reps, and anyone else on the payroll. Granting organizations tend to fund groups that will most benefit from training.

☐ It helps to ask for larger grants. It may seem like it would be easier to get a smaller grant than a larger one, but that's often not the case. I've served on boards of several granting organizations over the years and know first-hand that it's easier to give out money in large chunks than in smaller amounts. This spring, the group I'll be visiting requested the maximum grant offered and was successful.

☐ It helps to have a local contact, even though grants might be offered by the state. There's probably someone in your county government who works directly with small businesses. That's an excellent place to begin.

Here's my advice concerning grants for staff training. Contact the person in your county who deals with small businesses. Ask if they can provide information concerning grants provided by the state (or county) for small business training.

## Concerning Backup Drives

A couple of months ago, I wrote a column referring to the multiple backup drives on my desk, in addition to the off-site backup I utilize.

I mentioned that I keep several drives to back up the computer (and each other), so I won't lose crucial files in the event of a drive failure. Drive failures are not only a possibility but are likely. A few years ago, a hard drive manufacturer informed me that the average life of a drive was less than three years, so it's essential to plan for drive failure.

During the last week of 2021, two of my backup drives failed within a day of each other. Coincidence? Possibly. Perhaps there was a power surge or something along the

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**Contact the person in your county who deals with small businesses. Ask if they can provide information concerning grants provided by the state (or county) for small business training.**

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**See SLIMP on Page 3**

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# 'Catch' more customers for your advertisers

My friends Mark and Sandy invited me to spend a couple of days in a vacation beach condo they had rented, about a month before their first child was born.

Mark and I decided to do some fishing, so we bought some shrimp to use as



**John Foust**

bait and waded into the ocean, which was unusually calm and flat that day.

We stood there for several hours in waist-high water. Mark knew a lot more about fishing than I did, but neither of us caught a fish. He may have had a nibble or two, but I ended up with nothing

but a bad case of sunburn.

When we sloshed our way back to the shore, I still had my original shrimp on my hook. Mark told me that even though the fish weren't biting that day, my odds would have improved if I had kept fresh bait on the hook.

It was a little embarrassing, because I should have known better. If I were a fish, I certainly wouldn't be interested in a shrimp that had been hanging around that long.

That lesson applies to advertising, as

well as fishing. It pays to make a fresh offer to your target audience.

Imagine how your newspaper might deal with the problem of long-time advertisers who run the same ads in every issue. They are loyal to the paper, but it doesn't help them at all to let their ads get stale. It's the advertising version of Groundhog Day, without the classic Sonny and Cher alarm clock song.

Let's say that one of those advertisers is a hardware store which has been running the same small ad for several years. The headline simply reads, "Big discounts on hardware." There is no illustration, just a logo and contact information at the bottom.

To remedy the staleness, the account rep could suggest a series of ads, with each one featuring an offer on a specific product. This creates an opportunity for seasonal offers. In the Spring, a sequence of ads could feature a lawnmower and various gardening tools. In the Fall, there could be a leaf blower. Since each ad spotlights one product, an illustration would be a natural fit. And along the way, there is a

possibility of co-op money from individual manufacturers. That would increase the hardware store's budget, which would allow them to run larger ads.

Or how about the vacuum cleaner store which runs the same small ad with a generic headline in issue after issue? You could use the technique here, too. Just create a series featuring an offer on one type of vacuum in each ad. The cumulative message would be what the advertiser intends – "we're your local source for vacuum cleaners" – but the delivery would be more effective.

Everybody wins. Advertisers get more business. Readers learn about good deals. Manufacturers benefit from the publicity. And your paper creates happier advertisers and better looking pages.

It all adds up to quite a catch, doesn't it?

*John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information at [john@johnfoust.com](mailto:john@johnfoust.com).*

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## Slimp

Continued from Page 2

network that caused the drives to quit working, but whatever the case, they were dead.

I tried several utilities to revive the drives but found only one that worked well for me. It's called Disk Drill, from 508 Software ([cleverfiles.com](http://cleverfiles.com)).

With Disk Drill, I gathered most of the files from the biggest backup drive (4 TB of information) and copied them to another (new) drive. It took about 48 hours for Disk Drill to do its work, then another six hours for me to go through the files and copy them to another drive. Because this was my second oldest backup drive, there were files on it that hadn't been backed up to other drives, and I couldn't afford to lose them.

I learned a couple of lessons. One was to make sure everything was backed up in at least three places. I thought I was doing that but learned some of the files pre-dated the backup routines I had set up. The second lesson was to be sure the off-site backup (I use

Backblaze) is backing up not just the hard drive and network but the external backup drives as well.

I purchased two new drives. I spent a little extra and purchased solid-state (SSD) drives this time. They have a much longer lifespan than traditional USB drives and are less prone to break due to movement, shaking, etc. One is a 5-terabyte drive and the other a 2-terabyte drive. The larger drive backs up everything on both the computer and other external drives, while the 2-terabyte drive is used exclusively for Apple Time Machine, which backs up everything on my computer every few hours.

It wasn't an inexpensive lesson, but one well worth learning.

*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](mailto:kevin@kevinslimp.com). He is also former director of The University of Tennessee Newspaper Institute and founder of [NewspaperAcademy.com](http://NewspaperAcademy.com).*

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# Kansas Senate rules on media a huge mistake

During my eight years as president of the Kansas Senate, I had frequent dealings with journalists who covered the Statehouse.

It wasn't always easy. Journalists ask tough questions, and they often make their sources uncomfortable. But I knew I had an obligation to accommodate their questions and requests for information because I very much respected the role of journalists in our democracy.

Kansas Senate leadership now is restricting press access. Instead of allowing journalists on the Senate floor during the legislative session, they have been relegated to the gallery, where it would be much more difficult to closely observe the interactions, pick up on nuances and get a good feel for the direction of the debate.

During my 20 years as a Kansas senator, reporters always were given a place on the Senate floor during the session. At no time did I witness any sort of issue, as Statehouse reporters were courteous, respectful and accurate.

The news media have had a place on the Senate floor for decades. There is no compelling reason to change the time-honored policy of allowing their close access to debates and other public workings of the Senate.

Senate leadership's decision to move Kansas Statehouse reporters farther away from the action sends the wrong message and won't help the people of Kansas better understand the discussions and votes. While we know the public can observe and listen to more of the legislative proceedings on the Kansas Legislature's website, journalists on the floor have the ability to provide more in-depth and relevant coverage of the proceedings that simply cannot be reflected



Steve Morris

online. This is all the more critical today.

In the midst of a public health care emergency that has created far-reaching and pressing challenges for our state, no one should make the media's work more difficult. Instead, legislative leaders should do more to help the people of Kansas understand what our legislators in Topeka are doing to address fallout from the pandemic and other pressing issues of the day.

Beyond COVID-19, there are many other critical matters at hand ranging from tax policy to voting policy.

These and other issues the Legislature tackles directly affect people's lives. The interests of constituents — the people of Kansas — matter most and should always be top of mind for anyone serving as an elected representative.

Mike Pirner, the spokesman for Senate leadership, claimed the decision was based in part on an increase in the number of news outlets and reporters who cover the Legislature. But anyone who has followed the challenges of the news media over the last couple of decades, and the declining number of reporters, can see the gaps in that logic. He also pointed to online access, but as just mentioned, that's no substitute for actually being there.

Placing restrictions on journalists in the Senate chamber

suggests there is something to hide, or that leadership is taking unwarranted and unnecessary retaliation against reporters.

Contrary to the former U.S. president's continued insistence that the press is an "enemy of the people," the news media provide a critical conduit to our citizens, who depend on transparent, timely and accurate information.

The Capitol in Topeka is the people's house. The press promotes an informed citizenry, which makes it a pillar of our democracy.

Instead of limiting access, leadership in the Kansas Senate should embrace the importance of journalist access — and allow them to do their job from their usual, longstanding vantage point on the Senate floor.

**Steve Morris**, a Hugoton Republican, served in the Kansas Senate from 1993 to 2013, including eight years as Senate president. This commentary first appeared Jan. 13 in the [Kansas Reflector](#).

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**The Capitol in Topeka is the people's house. The press promotes an informed citizenry, which makes it a pillar of our democracy.**

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## KPA's official statement on Senate restrictions

“While I appreciate the ability to watch the proceedings from anywhere, reporters having access to the debate and proceedings in real-time makes reporting more accurate and transparent. These rules do quite the opposite

The press serves a vital function in our system of government. We're more than mere spectators; we're a surrogate for citizens who don't have the time to witness the inner workings of the Legislature. To limit our access, you're limiting the access of those who rely on us to cover the news.”

**Emily Bradbury**  
Executive Director  
Kansas Press Association

## Do you have extra time? Make yourself available

Are you a retired or out-of-work advertising salesperson, designer, reporter or publisher who would like to make a few extra dollars by filling in at a local publication when a need arises, such as a vacation or staff illness?

If you would you like to sign up to be a part of the KPA Substitute Talent Pool, fill out the [form here](#).



## THIS MONTH'S QUESTION

Q. Will the KPA be hosting a Legislative Day?

A. Due to the uncertainty of the COVID pandemic and on the advice of our legislative affairs team, we have opted to not have a Legislative Day this year. We encourage our members to foster relationships with their local legislative leadership throughout the year and not just on one day.

The KPA Board will be meeting with key legislative leadership next month, if necessary.

## NEWS BRIEFS

### ISWNE seeks Golden Quill editorial entries

The International Society of Weekly Newspaper Editors (ISWNE) is accepting entries for its annual Golden Quill editorial writing contest. Deadline is Feb. 1. Entries should reflect the purpose of the ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an opinion, and support a course of action.

All newspapers of less than daily frequency (published fewer than four days per week) are eligible to enter. Online-only newspapers must be considered community news sites. Syndicated columnists are not eligible.

Entries must have been published between Jan. 1 and Dec. 31, 2021.

Cost is \$10 per entry (each editorial or column) for ISWNE members, \$15 per entry for non-members, and \$5 per entry for students. There is a separate division for student entries. Two entries are allowed per person.

Grassroots Editor, ISWNE's biannual journal, will reprint the 12 best editorials in the Summer 2022 issue. The Golden Quill winner will be invited to attend ISWNE's annual conference in Lexington, Kentucky, July 20-24. The winner will receive a conference scholarship and travel expenses up to \$500.

Information on how to prepare and send entries can be found at [www.iswne.org](http://www.iswne.org). For specific questions, please contact ISWNE Executive Director Chad Stebbins at [stebbins-c@mssu.edu](mailto:stebbins-c@mssu.edu).

### KPA's next 'Brown Bag and B.S.' is Jan. 28

The First Brown Bag and B.S. for 2022 is scheduled for 11:30 a.m. Jan. 28. The Zoom session topic is "A New Model to Fund Journalism Organizations."

Arrandale Ventures is working with the Kansas Press Association and its members to help publishers make additional money from their ad inventory.

Did you know that venture capital-backed startups currently spend about \$60 billion each year on marketing with the big internet companies? Yet, unfortunately, local media sees almost none of this money.

That's not right. And it needs to change.

For the past two years, Arrandale Ventures has been building a world where

local media companies can trade their advertising for equity in fast-growing startups and see their piece of this marketing bonanza.

By making it easy for publishers to have shares in some of the best new companies, Arrandale Ventures is helping to ensure that the next big company (and the next big IPO) will pay for journalism tomorrow.

Arrandale Ventures was created by two local media and venture capital industry veterans, Zachary Richner and Jeremy Mims, and has partnered with more than 4,000 media outlets to invest more than \$1 billion to secure the future of local media.

The webinar is free but registration is required. You can register [here](#).

### Updated ad law guide is available online

Max Kautsch, the Kansas Press Association's Legal Hotline attorney, updated and adapted the KPA Advertising Law Guide into a more compact, frequently asked questions format last year.

Have a question about trademarks such as Super Bowl, Final Four, Road to the Final Four or other sports slogans? Are you wondering what the rule are on alcohol advertising?

Kautsch takes on the 20 most frequently asked questions about advertising law.

The streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#). The guide includes a number of links to more information. It includes the rules on political advertising as well.

### When in doubt, call the KPA Legal Hotline

Max Kautsch is available by cell phone to answer member questions on the Kansas Press Association's Legal Hotline.

The Kansas Open Meetings and Kansas

Open Records acts can be difficult to navigate at times, but Max is there to help.

Initial consultations come without a charge. It's always better to call before you publish. Call him at (785) 393-3039.

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#### Allison Mazzei

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## MARKETPLACE

### MANAGEMENT

**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). [dcnewstimes@outlook.com](mailto:dcnewstimes@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](mailto:Wesnermedia@gmail.com) Job Type: Full-time - Salary/pay is negotiable.

**PUBLISHER** – Seeking candidates to replace retiring publisher for the Stillwater News Press, an award-winning newspaper in one of Oklahoma's best markets – the home of Oklahoma State University. This individual will oversee all operations of the New Press and help navigate print and digital products to future successes. Great benefits and bonus plan. Send letter and resume to CNHI Group Publisher Dale Brendel at [publisher@joplinglobe.com](mailto:publisher@joplinglobe.com).

**PUBLISHER** – Three newspaper paper group in southwest Oklahoma is seeking candidates for the publisher's position. Candidates should be experienced in community journalism, preferably with a background in advertising and marketing, but also with an understanding of newsroom operations and managing employees. Candidates must also be leaders with strong people skills. Please email a cover letter and resume to Scott Wesner at [wesnermedia@gmail.com](mailto: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](mailto:ebradbury@kspress.com). Emily will then pass along your interest to the publisher.

NE Kansas weekly in high growth area for sale. Owner wants to retire. Will consider any reasonable offer. Please email Emily detailing your interest and she will forward the email to the owner for further communication.

Western Kansas county seat weekly. Solid advertising base. Progressive community with growing population. Inquire through KPA by emailing [ebradbury@kspress.com](mailto:ebradbury@kspress.com)

### NEWS

**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](mailto: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](mailto: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.

**NEWS EDITOR** – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a News Editor who can build sources and dive into local issues. Duties include page layout, 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](mailto:advertising@abilene-rc.com).

**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@stwnewspress.com](mailto:jelmquist@stwnewspress.com). The position is full time and offers an excellent benefit package includ-

ing 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 within 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 [advertising@abilene-rc.com](mailto: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](mailto: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](mailto: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

## MARKETPLACE/CONT. FROM PAGE 6

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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto:dgraham@examiner-enterprise.com).

**REPORTER NEEDED** — now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at [dpaxton@nwkans.com](mailto:dpaxton@nwkans.com), and Steve Haynes at [steve.haynes@nwkans.com](mailto:steve.haynes@nwkans.com) EOE/M/F/D/V (1-4)

### ADVERTISING

**ADVERTISING DIRECTOR** – This is a position with lots of opportunities for leadership and creativity. Digital advertising is increasingly the Register's calling card along with its award-winning daily newspaper. Website development sales are also a growing component of our sales packages. The Register is family owned since 1867. We are a stand-alone paper with a loyal customer base. We take pride in our product, winning the 2020 Kansas Newspaper Association's Sweepstakes Award. Iola is a hub of Southeast Kansas with hundreds of miles of biking and hiking trails. It is home to Allen Community College and the Bowlus Fine Arts Center with a new elementary school and high school science center on the way. Our sales department consists of two in sales, one in graphic design, and a marketing director. We're looking for someone with experience who can lead a devoted team. If you like to meet goals, this job is for you! Job Type: Full-time. Pay: From \$55,000.00 per year. Must be vaccinated. Email [susan@iolaregister.com](mailto:susan@iolaregister.com) and [timstauffer@iolaregister.com](mailto:timstauffer@iolaregister.com) to apply or for more info.

**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](mailto:jduryee@GBTribune.com)

### PRODUCTION

**PART-TIME PRESS OPERATOR** – The Courier/Traveler in Cowley County is looking for a part-time person in our production department to help operate our printing press. We are looking for somebody mechanically-inclined, dependable and who values quality work. The CT prints several other newspapers in the area and we seek to grow that service. Experience with commercial printing is a plus but we will train the right person. Evening hours and flexible schedule. Please call David A. Seaton at 620-442-4200 or email [daseaton@ctnewsline.com](mailto:daseaton@ctnewsline.com).

**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](mailto: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](mailto: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](mailto: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](mailto:nseaton@themercury.com). Keep your printing in Kansas with a local, family-run business.

# Don't like surprises? These are pleasant ones

I hate surprises. For my 16th birthday, my parents planned a surprise birthday party.

You can guess how well that was received by this firstborn, Type A control freak.

The following year they said, "Plan it. Have fun." I did, and it was.



Emily Bradbury

I like predictability. Who doesn't?

I can deal with many not-so-pleasant things if I can see them coming (or at least know of the possibility).

But age and the past two years have taught me that there are some things that we can't see

coming no matter how hard we try (I'm looking at you, March 2020).

The past two years have also taught me that there is never the perfect time for new things.

How often have we put off implementing a new revenue idea because we were

too busy doing our daily work?

What about exploring a new business model?

It might sound crazy to explore a new idea while covering a pandemic but there is never a right time and, quite frankly, there hasn't been this much money available for such pursuits in a really long time.

It is time to take advantage.

We are still taking applications for the 2021 Montgomery Family Innovation Grant.

A short application is required but may result in up to \$5,000 in funding for a new idea you have for your publication. The deadline is Feb. 8.

We are also partnering with the Inland Press Foundation to award funds (up to \$25,000) for additional staff at your publication. The deadline is Feb. 3.

We are grateful to be one of two states selected for the project pilot and we want to see as many applications as possible.

We know you are busy. Community publications are busy – now more than ever. Pandemic, natural disasters, etc., the coverage list goes on and on.

We know it may not seem like a great time to take a calculated risk or to set yourself up for a potential surprise.

To settle for predictability is good for the anxiety levels but when has it ever propelled us forward?

Take advantage of these unique

funding opportunities while you can.

When times finally feel comfortable, it may just be too late.

*Emily Bradbury is executive director of the Kansas Press Association.*

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**It is time to take advantage.**

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## Home

Continued from Page 1

to Topeka because three of the five staff members live elsewhere (Bradbury in Wellsville, Lori Jackson in Lawrence and Amber Jackson in Silver Lake).

"As much of we loved that building, it was eating us alive in expenses we simply couldn't avoid," Bradbury said. "We've been able to pivot those former expenses to more training opportunities to serve our membership. Amber is able to make her sales calls by telephone or in person just as well as she did before.

"When members call our number, it automatically rings on Lori's cell phone in Lawrence. If she's on the phone, it forwards to Amber, Judy or me. We also can transfer to whomever the caller wants to talk to, just as if we were all in the same location."

In fact, Bradbury said staff members occasionally get calls from members wanting to tour KPA's new offices.

"That shows me the transition has been relatively seamless," she said.

However, it hasn't been without its challenges.

"One of the biggest issues we have

faced since pivoting to remote work is burnout," she said. "Our staff was working more not less. So we had to work through how to create a boundary between work life and home life, how to 'close the office door' at 5 p.m. and how to balance the new work environment with pandemic pressures.

"We still aren't perfect at it but we have always liked to err on the side of too much work than not enough, obviously."

Current KPA Board President Robin Wunderlich said, "There have been ups and downs through the transition, but what transition doesn't? We are blessed with a great staff that continues to face challenges head on.

"It is evident to the board that they work together as a cohesive team to ensure our newspapers benefit from their efforts. Their offices might not be in the same location, but their focus is ... to serve Kansas newspapers."

Bradbury believes KPA was one of the first association to sell their building and go to telecommuting; however, since then, another five have sold in the past 18 months.

"We've been asked by several associations how it has worked," she said, so we're learning from each other.

National research by Upwork estimates that one in four Americans, over 26 percent of the American workforce, was working remotely in 2021.

Upwork estimates the trend will continue and that by 2025, 22 percent of the workforce (36.2 million Americans will still be working

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remotely.

Another survey by Becker Friedman Institute for Economics at the University of Chicago found that remote workers believed they were just as productive working from home compared to working in the office.