

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JAN. 20, 2021

## INSIDE TODAY

### PAGE 2

Kevin Slimp reviews some past predictions, and makes a few more.

### PAGE 3

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

### PAGE 4

KPA president Joey Young says it's time for social media companies to own their content, just like newspapers.

### PAGE 6-7

Look here for job openings, newspapers for sale.

### PAGE 8

Emily Bradbury and the KPA staff see a need to encourage civics education. Read how your newspaper can help.

## KPA CALENDAR

### FEB. 15, 2021

Deadline for entries in the Awards of Excellence contest.

### MARCH 27, 2021

Sunflower State Spelling Bee, sponsored by the Kansas Press Association. It will be a virtual event.

### APRIL 2, 2021

Kansas Civic Games, sponsored by the Kansas Press Association. It will be a virtual event.

### JUNE 10-11 2021

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



*Despite the COVID pandemic, the Kansas Press Association is pushing forward with the state spelling bee after having to cancel the 2019 bee because of the virus. Sukesh Kamesh of Kingman County, left, took first place while Joy Lee of Crawford County, right, took second.*

## V-i-r-t-u-a-l: spelling bee is a go

The annual Sunflower Spelling Bee sponsored by the Kansas Press Association, ITC, Kansas Independent College Association and Newman University is scheduled for March 27.

It will be conducted as a virtual competition because of the COVID-19 pandemic.

The best spellers in 105

Kansas counties are currently competing in their respective schools to earn a place in their county competition. County bees are scheduled in February.

Amber Jackson, advertising director for KPA and spelling bee coordinator, said 482 Kansas elementary and middle schools have registered to participate this year, a drop

from last year's record of 616 schools.

The Sunflower Spelling Bee Champion will win the right to represent Kansas at the 2021 Scripps National Spelling Bee in May 2021.

"We will be using the Scripps online platform," Jack-

**See SPELLING on Page 8**

## A different kind of session is in store

By Doug Anstaett, KPA lobbyist

A year unlike almost any other continues as the Kansas Legislature kicks off its 2021 session in Topeka.

The COVID-19 pandemic has forced changes on us that we've not witnessed since, well, last spring when the session was cut short.

Gone this year are the usual droves of interested citizens, interest groups, lobbyists and

legislative pages. Tighter restrictions on who can and cannot roam the halls of the Kansas Statehouse are in place.

So what does that mean for the Kansas Press Association?

It will require an all-hands-on-deck approach to the session.

**See SESSION on Page 3**

# A few predictions from the past; new ones for where we're headed

As I write this column, vaccines are beginning to make their way to first responders, the New Year has begun, and maybe – just maybe – the world is seeing a light at the end of the tunnel.

In the past, I often wrote New Year columns with predictions for our industry in the upcoming years.

If you went far enough back, you'd see some doozies, including:

- PDF files becoming the method of choice for ad distribution. It replaced FedEx. (1994)
- The Zip Drive overtaking the Syquest Cartridge as the storage device of choice. (1994)
- InDesign overtaking QuarkXPress and PageMaker as the design application of choice. (1999)
- Newspapers would be turning to online journalism, using video audio and more. (2000)
- Editorial Workflow Systems would become commonplace at newspapers. (2007)
- Pocket-size camcorders would be used by most reporters in the future. (2008)
- Newspapers would not be disappearing in the next ten years. (2009)
- JCPenney was making a big mistake by moving away from print advertising. (2012)
- Gannett and GateHouse would merge before 2020. (2014)
- Remote/home offices will become "normal" at newspapers in the future. (2014)
- Metros would suffer more than community papers in the "digital future." (2016)
- Joey Young was going to have success starting newspapers in Kansas. (2016)
- Newspapers owned by venture capitalist groups would lose stock value and readership. (2019 interview with The Washington Post)

This year, however, being a bit different

from the years that preceded it, I'd like to take a look back – about ten months, give or take. COVID-19 was a new term to most of us. Newspapers were having to quickly learn how to produce papers and find advertisers during a pandemic. It seemed like the sky was falling quickly, and there might be no way to keep it from



Kevin Slimp

crashing down on our industry.

In my March 2020 column, I made three suggestions for newspapers searching for straws to help them stay afloat:

- Find ways to bring in new revenue through your traditional newspaper
- Find ways to use tools to bring in new revenue
- Look for tools to help your advertisers to 1) bring in business and 2) help them stay in business

I wasn't blowing smoke. I was going through similar emotions as my newspaper friends and clients.

The speaking business – where I made approximately half my income – was gone, with no return in sight.

My publishing company, focusing on study groups and churches, saw an immediate 80 percent drop in sales.

We had to find ways to bring in new revenue, while continuing to publish

books, even if it meant losing money on them in the short term.

And we had to find ways to help our readers, because we need them to return when the pandemic is over.

My businesses followed those three suggestions:

• We continued to create books. For my speaking/consulting clients, I've been fortunate to be able to work with them virtually throughout the pandemic.

• At my publishing company, we created two new divisions to create new revenue. One didn't work out. The other has become our major source of revenue. At newspaperacademy.com, we began rolling out classes to help newspapers make needed changes because of the

## 2020-2021 KPA BOARD

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# Multi-ad campaigns best way to build business

A single ad probably won't generate much business. The real work is done in multi-ad campaigns. Here are a dozen tips:

1. Learn from history. It's important to study your advertiser's marketing history. If something worked, could that tactic be applied in the next campaign? If something failed, how can that mistake be avoided next time?

2. Pick the right target audience. Think specifics, not generalities. It's impossible to sell a product or service to everyone. Select a particular segment of your overall audience and aim your message directly at them.

3. Study the advertiser's competition. While you don't want to duplicate what they are doing and risk being confused with them, there are lessons from things they have done. For example, if they ran a successful "Christmas in July" sale last year, you may want to consider a unique off-season sale this year.

4. Extend the budget with co-op. Many retailers can get advertising assistance from the brands they carry. Brands are eager for exposure and often share the cost of local ads. There are guidelines, so be sure to check things in advance.

5. Give readers a reason-to-buy in every ad. Although the word "campaign" implies long-term advertising, today's readers may

not be in the market for your advertiser's products tomorrow. That's why it's a good idea to avoid "teaser messages" and go for the sale in every ad.

6. Be consistent. Each ad should look like it belongs to the same advertiser. In addition to consistent graphics – logo, typography, illustrative elements – the writing style should be the same.

7. Schedule frequency. Be

sure to run ads often enough to be familiar to your target audience. Of course, frequency should increase during peak selling times and decrease during off-season

times.

8. Consider testing. Does "buy one, get one free" resonate with readers?

Or does it work better to say, "Fifty percent off, when you buy two?" The discounts are identical, but you'll never know which one is better unless you try both offers and keep count.

9. Adjust to surprises. When unexpected things happen, smart marketers adapt to the situation. For example, when the coronavirus pandemic first hit, office supply companies started promoting work-at-home supplies.

10. Mix print and online. Most newspapers offer both print and digital options. This creates greater flexibility – and bigger readership numbers – in campaign scheduling. Don't think of it as "either print or digital." Think of it as "print and digital."

11. Get the advertiser's sales team on board. The best ads in the world won't work if the advertiser isn't prepared to deal with the leads the ads generate. When there's a

special sale, everyone in the business should know the details. If there's a new product introduction, they should be able to talk features and benefits.

12. Measure results.

When you track responses – and the resulting sales – you'll be in position to do more of what's working and less of what's not working. This calls for a close partnership between your paper

and the advertiser.

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

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**John Foust**

**Each ad should look like it belongs to the same advertiser ... logo, typography, illustrative elements – the writing style should be the same.**

## Session

Continued from Page 1

At KPA, executive director Emily Bradbury, intern Emma Platt and two of our consultants, Max and Mike Kautsch, are poring over submitted bills to help me identify threats and opportunities.

In addition, we'll be relying on members even more than usual to keep their eyes and ears open when legislators are home for the weekend.

And lobbyists will be relying on each other to give a heads-up to our colleagues when we see something that might affect them.

Once again, we will be pushing for strict limits on the costs charged to reporters and editors when they request Kansas Open Records Act and other important issues.

Could this year be a quiet year?

Maybe. A lot depends on whether the pandemic rears its ugly head at the Statehouse and the session is shortened.

But it also could be a year where political shenanigans take place as some legislators see an opportunity to push heretofore unpopular ideas to an unwitting public.

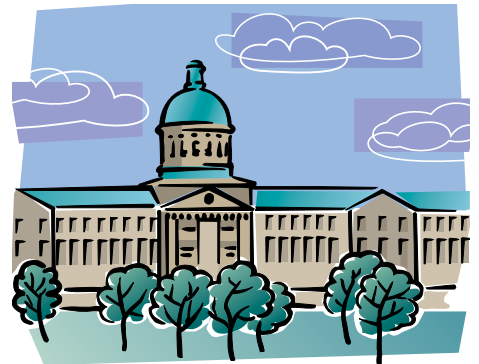
We hope that's not the case but, as

always, we'll all have to remain vigilant as the session moves along.

The session is only seven days old. Already, some legislation has sped through the process and is headed to the floor for debate. This is unusual, but probably designed to get out in front should the pandemic cause an early shutdown like last year.

With bugs in the hardware and software that bring hearings to any Kansan who wants to listen in, some things may slip past.

**... We'll be relying on members even more than usual to keep their eyes and ears open when legislators are home for the weekend.**



As the session continues, I'll be putting out alerts when a hearing is scheduled so we can get as many of you as possible helping me look for land mines that might be injurious to our interests or write testimony to address those issues.

If I call on you to submit testimony, especially if a bill affecting public notice is introduced, answer the call if you can.

Please be prepared to give your local legislators a call in Topeka, or when they are back home.

Your input is indeed critical.



# Social media also has to take a look in mirror

I woke up on Wednesday, Jan. 6, 2021, with dread in my stomach.

I knew there was going to be a rally to “Save America,” and I knew the president was going to speak.

He had already brazenly tried to overturn the election by a now almost forgotten phone call to the Georgia Secretary of State, and to me, he sounded desperate.



Joey Young

Normally, I wouldn’t watch one of his speeches at one of his many rallies, as I know if anything important is said, it will find me through one of the news publications I look at daily.

That morning was different, though.

I told my wife we were going to watch the speech in real time, just in case he said anything we should be worried about. He could go after the media and say we were fair game, as we were “enemies of the people.”

While he didn’t say the media was open game, he did deliver a speech that will be discussed for a long time in aspects of human history.

Whether he incited a riot during that

speech or did so over the course of months — at speeches and using Twitter — can be debated, but no matter what you think, those people storming the Capitol did so with Trump in their hearts and believing he welcomed their actions.

As the weeks have passed and I continue to read coverage of the aftermath, I have often thought about how this could have been prevented.

Something has systemically failed in this country, and while some folks are screaming about big tech for de-platforming the president and a host of others spreading lies, I would argue their inability to do so sooner is the reason we are in this mess today.

At our newspapers, we don’t let all-out lies to be printed over and over again. We don’t

allow for that type of irresponsibility to take place, because we would lose credibility. Open thought and discussion is welcomed on our opinion pages, but we have letters policies and quality controls in place to prevent poor content from leaching into the ink on our pages.

Social media has gotten to profit off that poor content for years, though, as they are “platforms and not media companies.”

Online misinformation about the election fell 73 percent after social media companies took Trump and his allies off their platforms, according to the Washington Post, citing research firm Signal Labs.

Modern journalism has always had gatekeepers, and whether we like it or not, social media should have them, too.

For our country to move forward and function again, social media companies need to be held accountable and treated like what they are: media companies that sell advertising around content — just like we do.

They have the power to keep misinformation off their sites, and that can make a huge difference on if the country can heal or if we spiral into a civil war over the one true “Q”.

This week, we hold our breaths and hope nothing more bad happens as we must reset the clock on having a peaceful transition of power. Focus will shift to the impeachment of Trump for a second time and

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**For our country to move forward and function again, social media companies need to be held accountable and treated like what they are: media companies that sell advertising around content — just like we do.**

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debating its merits.

While I feel Trump should pay for his sins and his actions in inciting what happened to deface democracy on Jan. 6, I also think it’s high time social media gets a look at their participation in all of this as well. Let’s not forget the “platforms” that played a far too important role in this insurrection before this is all over and done with.

At minimum, the country should have learned it needs a good editor or two.

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

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**Open thought and discussion is welcomed on our opinion pages, but we have letters policies and quality controls in place to prevent poor content from leaching into the ink on our pages.**

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## Have you uploaded your 2021 AOE contest entries?

It’s time to select your best work — stories, photographs and ads — for entry in the 2021 Awards of Excellence contest of the Kansas Press Association. Entries are now being accepted.

The deadline for uploading entries is Feb. 15, 2021.

[Click here](#) to begin the process.

Remember, this is an excellent way to recognize the good work of your staff members from this past year.

## KPA NETWORK WINNERS FOR DECEMBER

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

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

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

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

**KCAN** — GateHouse Media, two ads sold for \$300 profit.

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

**DIRECT AD PLACEMENT** — Hays Daily News.

# Slimp

Continued from Page 2

pandemic.

- My publishing company created a new continuing education division to help our readers, which brought in revenue and allowed them to complete their CEU requirements online.

I've seen community newspapers doing incredible things to make it through this pandemic period intact. I know local owners who have bought nearby papers before they could be shuttered by owners in other states. I've seen publishers start

new publications, offer free advertising to businesses that were at risk of closing (knowing they would need these advertisers' business after the pandemic has passed), and come up with other creative ideas to serve their customers and advertisers.

To sum up the past ten months, I'd say it's no accident most newspapers are alive and kicking, even if they aren't all thriving, as we begin 2021. I'm not sure my (or anyone else's) speaking business will ever go back to 100 (or even 20) or more cities per year. I doubt my company's book sales for all of 2021 will match sales in January and February 2020.

I'm willing to bet, however, that the work we've done to provide services during this extraordinarily uncommon year will pay off in the years to come.

I'm proud to be associated with community newspapers.

**Kevin Slimp** is founder of *newspaperacademy.com* and *The University of Tennessee Newspaper Institute*. In 2017, he founded *Market Square Publishing*. Despite the changes brought on by COVID-19, he still keynoted several newspaper conferences virtually in 2020. Reach him at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).



## SNAG ALL THE BEST DEALS

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

The local paper is also one of the only places you can find timely news on what's happening right where you live. That's why 86 million Americans read local newspapers each week.

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



**Kansas Press  
Association**

[kspress.com](http://kspress.com)

The Kansas Press Association has lots of great looking house ads free for your use on our website. You can either run them like the one above or download ads with no KPA logo so you can insert your own. Ads focus on shopping, sports coverage, career advertising, baby needs and voting. You can even download rack cards that you can personalize with your own newspaper's log. To access ads like this one, [click here](#). To download other ads on public notice, COVID-19 and other newspaper subjects, [click here](#).

## MARKETPLACE

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

### MANAGEMENT

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

### NEWS

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

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

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

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

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

**REPORTER NEEDED** — now for western



## MARKETPLACE/CONT. FROM PAGE 6

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@nwkansas.com](mailto:dpaxton@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

### ADVERTISING

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

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

techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share. Compensation includes a base plus commission with established account list and benefits. To apply send your resume and cover letter to: Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: [mhoisington@gbtribune.com](mailto:mhoisington@gbtribune.com)

### PRODUCTION

**PART-TIME PRESS OPERATOR** – The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact [jaudus@gbtribune.com](mailto:jaudus@gbtribune.com).

### PRINTING OPTIONS

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

### NEWSPAPERS FOR SALE

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

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

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### Mike Kautsch

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## FRIENDS OF KPA

### Ron Keefover

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

# KPA takes lead on state civics competition

Every January, the KPA staff sits down to plan for the year ahead and this year was no exception.

The meeting may have looked different (held via Zoom because ... 2021) but plan we did.

This time we decided to plan through June as – let’s face it – planning for more than six months during a pandemic just seems ridiculous.



**Emily Bradbury**

As I mentioned in last month’s column, we are looking forward to the new year and planning accordingly.

While planning for a virtual Sunflower State Spelling Bee, a hybrid convention in June and other KPA activities – we asked ourselves if we should try to hold the Kansas Civics Games.

As you may remember, the first ever Kansas Civics Games was scheduled for April of last year. We were so excited.

The Kansas Supreme Court was on board to help co-host, the Kansas Department of Education was a valued partner and then ... COVID. So we postponed and then cancelled.

Like most of us in 2020, it was just one



of multiple disappointments.

Then the events of Jan. 6, 2021 convinced us that we have an obligation to forge ahead and hold the Kansas Civics Games in 2021.

There is a fundamental lack of civic knowledge among Americans and this is a small way we can ignite the fire for civic education in a way that would make any U.S. Government teacher proud.

Yes, it will be virtual and, yes, it won’t be the same, but it is worth doing.

There are advantages to this new model of competition.

Moving it virtual will allow more schools to participate. We are even finalizing plans for it to be a multi-day event.

We will reopen registrations Feb. 1. Local publications can sponsor their high school team if they wish.

That would make a great headline.

Winning team members (up to four) will be eligible for a \$1,000 scholarship each for any concurrent or post secondary training of their choice.

Sponsor a team and help level up the civic knowledge in your local community.

It’s a win-win.

We may even have a celebrity round that would feature government officials vs. media; who doesn’t want to see that?

Until next time ... stay well.

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

## Spelling

Continued from Page 1

son said. “At the local and county level, tests will be given with a proctor present, such as a teacher, principal, librarian or county coordinator.”

Students must sign an integrity pledge and the tests are timed.

The Scripps National Spelling Bee is run by the E.W. Scripps Co. and takes place in Washington, usually the week-

end following Memorial Day. Last year’s national bee was cancelled because of the pandemic, the first cancellation since 1945.

In 2019, the national bee ran out of words and crowned eight winners.

Contest participants cannot be older than 14 as of Aug. 31 of the year before the competition, nor can they be past the eighth grade as of Feb. 1 of that year’s competition.

Previous winners are also ineligible to compete.

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## THIS MONTH’S QUESTION

**Q.** How important is it to change the KPA’s mailing address when you send mail to us.

**A.** It’s critical. We sold the KPA building last May and changed our permanent mailing address, so it is vitally important that you change our address because we are nearing the end of our automatic mail forwarding term. Please change the KPA’s address in all correspondence to: #351, 4021 SW 10th Ave., Topeka, KS 66604.

We don’t want to miss any mail from you!