

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

FEB. 16, 2022

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Redesigning your newspaper? Kevin Slimp suggests you take it one step at a time.

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KPA president Robin Wunderlich encourages press association members to attend convention.

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Executive Director Emily Bradbury says after all that's happened the past two years, it's time to have fun at convention.

KPA CALENDAR

FEB. 28

Deadline for this year's Awards of Excellence entries.

MARCH 26

Sunflower State Spelling Bee.

JUNE 9-10

Kansas Press Association Annual Convention, Meridian Center, Newton.

TODAY'S QUOTE

“We don't go into journalism to be popular. It is our job to seek the truth and put constant pressure on our leaders until we get answers.”

Helen Thomas



Emily Bradbury, Kansas Press Association executive director, testifies Monday morning before the Senate Transparency and Ethics Committee on Senate Bill 386, the KPA's bill to help contain costs for Kansas Open Records Act requests. Shown at left is Holli Schletzbaum, director of government affairs for 1861 Consulting, KPA's new contract lobbying firm. The image was captured off WebEx.

Deadline is Feb. 28 for AOE entries

The deadline is approaching fast for the 2022 Awards of Excellence contest put on annually by the Kansas Press Association.

The deadline for entries is Feb. 28, 2022. All entries must have been published between Jan. 1, 2021 and Dec. 31, 2021. Publication is defined by the issue date in the newspaper or timestamp.

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

entries. The news and advertising categories are identical to last year's contest.

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

As has become the practice in recent years, almost all entries will be uploaded electronically to www.betterbnc.com. The contest platform is

See AWARDS on Page 8

KPA family loses newspaper leaders

Kansas journalism recently lost two long-time newspaper industry leaders within days of each other.

Former Herington Times editor and publisher Larry Byers died Jan. 28 and former Lawrence Journal-World general manager Ralph Gage died Jan. 30.

Byers, 78, was a past president of the Kansas Press Association and was a leader in non-daily journalism in Kansas for 40 years.



Larry Byers



Ralph Gage

Gage, 80, joined The World Co. in 1969 and played a significant role in developing the company's investments in print journalism, cable television and software design.

He retired in 2013.

He was named KPA's Gaston Outstanding Mentor in 2009 and to the Kansas Newspaper Hall of Fame in

2016.

To read more about their lives, [go here](#) for Byers' story and [here](#) to read about Gage.

Thinking of a redesign project? Here are a few tips to consider

Redesigns have been on my mind a lot lately.

When Ed Henninger, the undisputed guru of newspaper and magazine design, decided to retire three years ago (I never really thought he was serious), we had several conversations about his decision. I'll never forget when he told me he was "done."

"I'm closing down my website. I'm getting rid of my Adobe software subscription. I'm going to give my large page printer to you. When I retire, I'm not looking back."



Kevin Slimp

I asked who would take his place. "They're all yours," he said.

Like a lot of you, I stay busy. Most of my workdays begin around 9 a.m. and end

between 2 a.m. and 4 a.m.

During those hours, I'm overseeing my businesses, leading webinars several days most weeks, and trying – when I can – to help longtime newspaper clients.

It's 10:30 p.m. right now, and I have several hours of work ahead of me.

I guess I shouldn't be surprised that redesigns are on the minds of many publishers.

I'm hearing from a lot of my community newspaper friends that business is good. They know that a redesign has the potential to make business better.

My phone has been ringing ... a lot. I just finished a redesign of the Standard Banner, Jefferson City, Tenn., and I've agreed to do a couple of redesigns at newspapers on the

northern and southern borders of the U.S. over the next few months.

I guess, like Ed predicted, I've become his heir apparent, whether I have the time or not.

With that in mind, let me make some suggestions on ways you can improve your newspaper's design right now, without waiting to do a total redesign.

❑ Hold a meeting of the full newspaper staff and brainstorm ways to improve your paper.

What parts of the paper are your readers' favorites?

Which regular features could be removed without anyone noticing?

What needs to be added?

❑ Look at your current design. Unless you've recently done a redesign, there's a good chance that the pages look outdated.

Readers don't have to be design experts to know when something is outdated. The subconscious does a great job of reminding them.

What needs to be changed right away?

What outdated design elements are causing potential readers to put down your paper before reading a word?

❑ Hold a focus group made up of readers and non-readers of your paper to learn what changes people in your community think should be made to improve the design and content of the paper.

❑ Make incremental changes to the paper.

Yes, newspapers should redesign their pages every five years, at a minimum.

However, gradual changes can be made to update and improve the design along the way.

Look for design elements that are outdated and fonts that were outdated 10 years ago.

What colors are you using? Are they outdated (yes, colors go in and out of style)?

Are you keeping your ad design up to date, or do your ads look the same as they did 10 years ago?

These suggestions are just the tip of the iceberg, but doing just these things will go a long way toward

improving the way people perceive your newspaper, and when they perceive it positively, readership will increase, along with ad revenue.

I've come to learn that one thing is almost certain: When a newspaper does a major redesign, increased readership and

I guess I shouldn't be surprised that redesigns are on the minds of many publishers. I'm hearing from a lot of my community newspaper friends that business is good. They know that a redesign has the potential to make business better.

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We need to let go of our stubborn inclinations

There's a story about an old man who was fishing from a pier. He was catching more fish than anyone else, so a crowd gathered to learn his secret.

His behavior was unlike anything they had ever seen. Each time he caught a fish, he pulled a tape measure out of his pocket



John Foust

and took a measurement. He put the small fish into his cooler and tossed the big ones back into the ocean.

When one of the onlookers asked about his strange technique, he explained that he kept only the fish that were under eight inches long.

"Why are you doing that?" he was asked.

He said, "Because my frying pan is eight inches wide."

Imagine that. The old fellow was throwing away the fish that didn't fit his eight-inch frying pan. It didn't occur to him that he could get a bigger frying pan or cut large fish into smaller pieces.

We may laugh at this silly example, but there's a bit of that old fisherman in all of us. It's human nature to resist change. It's no surprise that we have a tendency to discard ideas that don't fit the way we've

always done things. We all have eight-inch frying pans in our minds, and sometimes it takes discipline to break down those barriers.

Pablo Picasso once said, "Every act of creation is first of all an act of destruction."

While there is some debate about what this famous artist actually meant, I think it's safe to say he was talking about the need to let go of former – often stubborn – inclinations to do things in certain ways.

Eight-inch frying pans have no place in a creative profession like advertising.

If we discard the ideas that don't fit the way we've always done things, we restrict our thinking and limit our potential. When that happens, we end up in a creative rut – and our advertisers get short-changed.

Abraham Maslow, the noted psychologist and philosopher, said, "If the only tool you have is a hammer, you tend to see every problem as a nail." That's another way of saying, "Stop throwing away the big ideas. Instead, get rid of that old, eight-inch frying pan."

To refocus our thinking, it helps to recognize negative reactions we may have toward new ideas. When a new concept comes to mind – and our initial reaction is to measure it and throw it back – we should stop ourselves in our tracks. That's it. Just stop.

This reminds me of the old saying, "The mind is like a parachute. It only works when it's open." Once we open the door to possibilities, new ideas – big ideas – will be more welcome.

There is a lot to gain. In the right environment, the seeds of unrestricted creative thinking can blossom into great advertising.

If you want to measure something, measure campaign results. When you have great advertising, you'll have great results. And when you have great results, you'll create loyal advertisers.

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

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Slimp

Continued from Page 2

ad revenue will follow. I regularly hear from clients who tell me their readership and revenue have increased significantly since their redesigns. It happens enough that I've learned it's not a coincidence.

A Late-Night Phone Call

Just now, while writing this column, my phone rang. It was Hank, a long-time publisher in Kentucky. I like Hank, so I was happy to take his call.

He didn't take any time to get on topic.

"I am so tired of reading (a newspaper industry) magazine and reading that newspapers are dead. It's just not true, and I'm so tired of reading that print is dead."

I told Hank I understood and that we've been hearing that for more than 20 years. "Don't let it get to you" was my best advice.

Then he added, "My revenue was up

\$40,000 in 2021. It's just not true that printed newspapers are dying."

I assured Hank that I regularly get similar calls and messages from publishers, and it's true that newspapers are not dying.

I also assured him that most publishers I've visited with lately about the subject have told me their papers are doing quite well.

We visited about Hank's health and our crazy late-night work schedules.

I ended the conversation by saying, "I might mention our conversation in my column."

He answered, "That's fine."

Believe what you want. From where I'm sitting, most community newspapers are doing just fine.

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.

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Plan to attend this year's KPA 'unconference'

We've all heard the saying, "It takes a village." But, have you truly thought of the impact those villages have on your everyday lives?



Robin Wunderlich

Typically, that saying is referenced when talking about raising a family; but, it also takes a village to put a paper to bed. We rely on so many others to be able to do our chosen careers with each edition.

We rely on our community to share certain tidbits with us, so that we, in turn, can share those happenings

with our readers.

Well, the Kansas Press Association is no different.

In order for the KPA to serve each and every one of us, we must share best practices with the KPA staff and our peers.

As we begin to focus on the 2022 annual convention, I wanted to share that

this year we hope to have more of an "unconference."

The past two years have been a whirlwind for us all and it's time we come together and unwind.

With a non-traditional format in mind, it is my hope that this year's convention will be filled with networking.

Let's share our ideas, our successes and while we are sharing, we can even vent about struggles or my personal favorite ... dealing with the public.

In the coming weeks, we will be seeking ideas for various round table topics.

We know we won't be able to appease everyone's wants, but, if there is a way to fit all the puzzle pieces together we have truly picked the best industry to accommodate the request.

I've also tossed around the idea of bringing "bloopers" back to the convention.

None of us like to print errors, but, I can assure you, your blooper isn't the first, and it won't be the last within our industry

I may even share my biggest blooper with all of you at convention. It's a doozie!

Honestly, we must remember to laugh

at ourselves. As I stress over the coming weeks, due to post season coverage, I'm quickly realizing that it will all be OK.

After all, I've come a long way since printing my first blooper 14 years

ago this May.

Would you be willing to submit your bloopers? The goal is not to "roast" each other, but to laugh with one another as I'm sure we've all had these moments.

Make sure to save the date, Convention 2022: June 9-10, in Newton.

Robin Wunderlich is 2021-22 president of the Kansas Press Association.

Would you be willing to submit your bloopers? The goal is not to 'roast' each other, but to laugh with one another ...

Lee wins hedge fund battle

Lee Enterprises has announced that the Delaware Chancery Court has upheld the decision by Lee's board of directors to reject the director nomination notice submitted by Alden Global Capital, LLC.

In the decision, the vice chancellor noted, among other things, that Lee's board of directors "acted reasonably in enforcing a validly adopted bylaw with a legitimate corporate purpose" and that Alden "could easily have met the bylaw's record holder and — by extension — form requirements had it not delayed" in preparing its nomination notice.

As a result of the court's ruling, Alden's director nominations will be disregarded,

and no proxies or votes in favor of its purported nominees will be recognized or tabulated at Lee's 2022 Annual Meeting of Shareholders on March 10.

Lee's board of directors issued the following statement:

"We are pleased that the Delaware Court of Chancery has affirmed the importance of orderly annual shareholder meetings and confirmed the decision by the Lee Board of Directors to reject as invalid the notice of nominations delivered by Alden. Based on the ruling of the Vice Chancellor, Lee will not recognize Alden's nominations, and any proxies submitted, or votes cast, for the election of Alden's director candidates will be disregarded."

Ad law question? law guide can help

Max Kautsch, the Kansas Press Association's Legal Hotline attorney, continues to update the contents of the KPA Advertising Law Guide. It contains fresh answers to the most frequently asked questions.

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

"We found that there were a handful of questions that continue to come up in the advertising law arena, so we tried to make the answers more quickly accessible," said Emily Bradbury, KPA executive director.

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. Is the KPA hosting the Civics Games this year?

A. Unfortunately, due to factors beyond our control, registrations have not been what we need them to be so we are canceling the 2022 Kansas Civics Games and looking forward to the 2023 Kansas Civics Games.

If you are aware of interest in participation from schools in your newspaper's coverage area in the coming months, please contact Amber Jackson at KPA at ajackson@kspress.com.

NEWS BRIEFS

Events to honor life of Jeannie Eblen

Two opportunities to celebrate the life of Jeannie Kygar Eblen are scheduled in late February and early March. Eblen died Nov. 11, 2021.

On Saturday, Feb. 26, a reception will take place from 1:30 p.m. to 4:30 p.m. in the Big 12 Room at the University of Kansas Memorial Union, 1301 Jayhawk Blvd., Lawrence.

The second event, from 1 p.m. to 3:30 p.m. on Saturday, March 5, will take place at the Bull Building, 165 E. Main St., Sedan, near where she grew up.

Both events are open house formats and will include memorabilia from Eblen's life.

Memorials are suggested to the Glorious Red Pen Scholarship at KU Endowment, P.O. Box 928, Lawrence, Kan., 66044-0928, or the Kansas Newspaper Foundation, #351, 4021 SW 10th Ave., Topeka, Kan. 66604.



Jeannie Eblen

Branson to celebrate 60-year career



Paul Branson Sr.

An open house is planned for Thursday, Feb. 24 to help Paul Branson Sr. celebrate a 60-year career working for the three newspapers in Miami County.

The celebration will be from 3 p.m. to 5:30 p.m. at Little Town at 117 S. Pearl St. in Paola. A special presentation will take place at 4 p.m. Refreshments will be served.

Branson received the Kansas Press Association's Gaston Outstanding Mentor in 2012.

Branson worked for former Osawatomie Graphic editor and publisher Web Hawkins for years, then continued working for NPG Newspapers when that company bought the Graphic, the Miami County Republic and the Louisburg Herald.

Sponsored content may taint news coverage

Native advertising, also known as sponsored content or partner posts, has become ubiquitous in modern media. Michelle A. Amazeen, a professor of mass communication at Boston University, writes that this sponsored content may influence the editorial output of the news organization.

In her research, she found that there was often less news coverage of companies after they had purchased native advertising in mainstream news outlets.

For instance, after Wells Fargo hired the content studios of The New York Times, The Washington Post and The Wall Street Journal to create native ads, there was less coverage of the company across all mainstream media.

These advertisements that look like real news are labeled as ads, as required by the Federal Trade Commission.

But research studies have repeatedly shown that those labels are largely ineffective at helping readers distinguish between the two types of content.

When in doubt, dial the KPA's 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.

Call him at (785) 393-5520.

Your questions might include any of the following and more:

- You cannot get access to a public record, or the cost is exorbitant.
- A meeting was held but notice wasn't provided to the public.
- A court hearing that should have been open was closed to the public.



Kautsch

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Allison Mazzei

Executive Director
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allison@kab.net

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 (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 - 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.

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

REPORTER - The Salina Journal/salina.com, part of the USA TODAY NETWORK, is seeking a reporter to produce enterprise, what's-new and breaking news stories. This reporter will work across desktop and social media platforms. Please contact <https://www.gannett.com/search-jobs/?+=salina>.

REPORTER - Weekly newspaper located in Jefferson County, Kansas, is seeking a full-time reporter with editorship potential. We are looking for a community-minded, self-motivated person to produce a quality newspaper. Send resume to vindicator@jeffcountynews.com.

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.

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.

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. 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. 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

MARKETPLACE/CONT. FROM PAGE 6

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.

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@nwkansas.com, and

Steve Haynes at steve.haynes@nwkansas.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 and 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

PRODUCTION

PART-TIME PRESS OPERATOR – The CourierTraveler 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.

PRESS OPERATOR – Accepting resumes for Press Operator at progressive, family-run newspaper in Weatherford, Okla. Experience with Goss Community press helpful. Attractive compensation and re-location packages. Contact Phillip Reid at 580-772-3301 or email resume to Phillip@PhillipReid.net. (3-27)

FULL-TIME PRESS OPERATOR – Montgomery County Media, LLC is seeking a full-time press operator to join our printing team based in the charming and vibrant community of Independence, KS. The ideal candidate will have previous web press experience including printing of process color, GOSS press maintenance, and press make-ready. Solid work ethic along with mechanical skills and the ability to react quickly to print related issues is a must. We are willing to train the right person. Job requirements include: Current valid driver's license with clean driving record, color vision and depth perception, ability to lift a minimum of 75 pounds, ability to read and comprehend written and/or oral English instruction along with an ability to communicate effectively with team members. If interested, please send a resume with references included to josh@indydailyreporter.com. EOE.

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

PRINTING OPTIONS

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

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.

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

Let's get together at convention ... and have fun!

It comes with the territory of association management. I'm always asked to comment about any new news about our industry - positive or negative.

The question is quite often, "So, what do you think about (insert any news outlet here) and the (insert any provocative announcement about, well, anything remotely having to do with our members)?"



Emily Bradbury

My answer is always the same and generally goes something like this: "We all have our opinions on what everyone else is doing. My role is not to judge or devalue our industry. It is to support the people doing the

work, and there are amazing people doing excellent work in Kansas journalism. I will be our members' biggest cheerleader regardless of circulation, ownership or location."

Period. Full stop.

I'm done with the negativity. I'm seeing

it everywhere about everything and I'm done.

Has this wisdom come with age?

I doubt it. I am well north of 40 and I'm realizing that I know less the older I get

Is it social media? Maybe. I have been spending less and less time there and I'm much happier.

I think it's because I have decided that nothing is going to change if we continue to look back and lament over what could have been or what once was

That doesn't mean we shouldn't continue to examine the possible missteps in order to do better in the future. This just means we cannot let the past (or present) paralyze us; there are too many things to be excited about when it comes to the future of journalism in Kansas.

And we are making it our personal mis-

sion to spread the word and to help all of us recover from the last two years of chaos.

And we are starting with our convention schedule. President Robin Wunderlich has more to say on the 2022 convention schedule in her column today, but I will say this - you won't want to miss it.

We will be focusing on fun and fellowship.

Will we have a live auction? Most likely.

Will the schedule be packed with lectures without any networking? Um, most definitely not.

Will there be lots of opportunities to learn from your colleagues? Absolutely.

Save the date

for the 2022 KPA Convention June 9-10 in Newton. You won't want to miss it.

Emily Bradbury is executive director of the Kansas Press Association.

KPA to establish Photojournalism Hall of Fame

The Kansas Press Association Board of Directors voted last week to establish a new hall of fame to recognize the contributions of photojournalists.

Plans are for the inaugural class of the Kansas Photojournalism Hall of Fame to be inducted this fall at the President's

Gala. Forms for nominations will be available after March 1.

Criteria used in determining who will be inducted into the hall will include one or more of the following:

Outstanding photojournalism achievement.

Long-term photography for a Kansas publication or other journalism outlet.

Leadership in education.

Technical innovations.

Ethical values and integrity.

Contributions to community.

More details will be available soon.

Awards

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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, but if you have questions, you can contact Emma Platt at (785) 271-5304 or project-coordinator@kspress.com

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

Awards will be presented at KPA's annual convention June 9 and 10 at the Meridian Center in Newton.

Oukrop led A.Q. Miller School

Carol E. Oukrop, 87, a long-time faculty member at Kansas State University and former director of the A.Q. Miller School of Journalism and Mass Communications, died Feb. 5, 2022, at her home in Manhattan.

She was born Sept. 6, 1934, in Fargo, N.D., to Vic and Mildred Christensen and grew up on a cattle ranch in western North Dakota. She earned a B.A. in Journalism from the University of North Dakota, and an M.A. in Journalism and a Ph.D. in Mass Communication from the University of Iowa, from which she was honored as an Alumni Fellow.

She worked on newspapers and in public relations in North Dakota and Iowa.

Oukrop joined the faculty at Kansas State University in 1969, where she remained for 33 years.

She was the first director of the A. Q. Miller School of Journalism. Oukrop led the school through an arduous reaccreditation process, including spearheading the naming of the newly designation A.Q. Miller School of Journalism and Mass Communications.

She retired from Kansas State University in 2002.

In her career Oukrop was best known for her pioneering work on the status of women in journalism and mass communications education.

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



Carol Oukrop