

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

FEB. 17, 2021

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The Relevance Project has lots of ideas for newspapers to improve revenue generation, digital growth and more.

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Emily Bradbury says the Kansas Press Association has plenty of events and offerings for its members.

KPA CALENDAR

FEB. 21, 2021

Deadline for entries in the Awards of Excellence contest.

FEB. 25, 2021

KPA member-only legislative discussion, 10 a.m. [Register here.](#)

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, Newton.



This is how we judged newspaper contests in the past. Volunteers would meet in Topeka and look at hard copies of entries. Shown are (from left) Ben Marshall, Paul Jones and John Marshall in 2008.

AOE deadline extended; show us your best work

Because of the cold weather and requests from members, the deadline for submitting entries in the Awards of Excellence contest has been extended to 10 p.m. on Sunday, Feb. 21.

This year's contest will include entries for the 14 months between Nov. 1, 2019 and Dec. 31, 2020.

Two new awards for this

year's contest include Graphic Artist of the Year and Best Use of Color.

There's also a major change in the entry categories: divisions will be based on circulation this year rather than daily or nondaily status.

If you have questions about uploading or any of the contest rules, contact Bradbury at ebradbury@kspress.com.

You get a reprieve; deadline is Feb. 21

The deadline for uploading AOE entries is now Feb. 21.

[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.

Don't miss out on your chance to honor those who went the extra mile during the pandemic.

We dodged a bullet; it's not over yet

By Doug Anstaett, *KPA lobbyist*

Just a month ago, I wrote about how this legislative session could be unlike any other. It didn't take long for that prediction to come true.

Just two hours before [HB 2112](#), a public notice bill on self-storage units, was about to be debated on the Kansas House floor last Tuesday, we got an alarming tip that a House member was plan-

ning to offer a frightening amendment to that bill.

Rather than wait for a hearing on [HB 2205](#), a bill that if approved would give cities, counties and school districts the option of placing their public notices on a government website, the plan was for 2205 to be offered as an amendment.

What saved us? Your calls to House members

See **SESSION** on Page 3

Relevance Project offers advice on a variety of newspaper issues

By Tom Silvestri

The industry initiative by the Newspaper Association Managers brings you Relevant Points, which includes the Relevance Project's free offerings to newspapers across the United States.

The news business never lacks for good advice, so if you pay close attention you can discover a solution, uncover a potential new revenue source or fuel up for new directions.



Tom Silvestri

NAM is the national organization of state press associations, including the Kansas Press Association, that is always working for new ideas to improve the newspaper industry in the U.S. and Canada.

That was abundantly clear in the second half of 2020 – in the teeth of a pandemic – as the virtual world of newspaper and online publisher conferences allowed me a front-row seat at more than 50 presentations.

I took lots of notes and snapped many pictures of the advice-givers' points and slides.

Now, before the arrival of 2021's conventions, webinars and, yes, more Zoom events, a special Relevant Point series presents the

words of wisdom from last year's insightful discussions. Be advised: The nine parts are eclectic -- just like newspapers.

Here's the series at a glance, along with links – and our thanks – to the advice-givers

[PART I:](#) Saving Advertisers, Diversity, Top Sellers, Why Readers Complain, Audience Leader

[PART II:](#) Desired Content, Audience Measures, Reader Revenue

[PART III:](#) Turnkey Ideas, Innovation Dance, Collaboration, Brand Loyalty

[PART IV:](#) Jumpstart Sales, The Audience Funnel, The Newsroom "Good"

[PART V:](#) After Classifieds, Revenue Ideas, Working Remotely, Playing It Smart

[PART VI:](#) Digital, Digital, Digital

[PART VII:](#) Winning Loyalty From A Digital Audience

[PART VIII:](#) In Case You Missed The Crises

[THE CLOSER:](#) Never Stop Learning

Column: It's a Kansas company

When Jake Seaton founded Column, he didn't move to Silicon Valley — he moved his team to Manhattan, Kansas.

Growing up around The Manhattan Mercury, Jake understood that local newspapers distribute vital information to communities across the country.

Public notice is a crucial part of that ecosystem, which is why Jake built Column to help facilitate the exchange of pub-

lic interest information between newspapers, legal professionals and government officials, and their communities.

Today, Column serves publications across Kansas and other states.

Our focus on supporting our customers traces back to our time we spent developing Column alongside the communities we serve.

[Read more here](#) about what Column learned in Kansas in Jake's commentary.

Another potential tax credit: ERTC

This may or may not apply to your operation, but it's worth sharing.

The U.S. Chamber reports some businesses may be able to take advantage of the Employee Retention Tax Credit.

Here are the details:

• If Quarter One 2021 revenues are down versus 2019, it could mean you qualify for a tax credit of up to \$14,000 per employee.

• You have fewer than 500 employees.
• You can do both the Payroll Protection Plan (PPP) and ERTC.

• Credit applies to 70 percent of qualifying wages (to \$7,000 per quarter per employee).

For more information, you may want to visit with your financial adviser or [follow this link](#) to the U.S. Chamber.

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Ad design tips help clients deliver their message

Want to get more eyes on your ads? Let's take a quick look at some ad design tips:

1. Keep things simple and uncluttered. The four basic elements of a print ad are (1) headline (2) illustrative element (3)



John Foust

body copy and (4) logo. When they are arranged in a way that is easy to follow – and when there are no unnecessary images – the ad is more likely to be noticed.

2. Use easy-to-read line breaks in headlines. A line break is where one line ends and the next line begins.

Since readers naturally pause for a split second at the end of a line, the break should be placed to look visually correct – and sound right in the mind.

3. Use a graphic hook. A dominant visual element stands out on the page or on the screen. If an ad features a number of illustrations or photos, make one considerably larger than the others. Don't hesitate to make the image so large that it bleeds off the edge.

4. Use white space. Like a room with furniture which is placed too close together, a crowded ad doesn't provide enough room

to navigate. In addition to giving readers some walking room, white space can be a powerful graphic hook.

5. Don't use distracting borders. It's what's inside the border that counts. The border shouldn't become an extra element.

6. Use all-caps sparingly. There are two times to use all upper-case characters: (1) in short words in a short headline or (2) in a proper name, like IBM, BMW or NHL.

7. Use readable fonts. Trendy styles can be difficult to read. It's best to stick with traditional fonts. Generally speaking, serif fonts are more legible in lengthy body copy and bolder sans serif fonts are fine for headlines.

8. Put the logo at the bottom right or bottom center. Resist the temptation to place the logo at the top. Because we read from top to bottom and from left to right, an ad's logical ending point – the spot for the logo – is at the bottom right or center.

9. Use relevant illustrations and photos. Pictures must be meaningful and should clarify the headline. The best illustrations show the advertised product in use or demonstrate a benefit.

10. Set body copy flush left. Ragged left text is nearly impossible to read, because readers are accustomed to starting each line at a consistent left margin. Justified copy blocks are problematic, as well, because they create wide spaces between some words.

11. Use color with restraint. Research shows that color helps ads stand out. But don't overdo it. Too much color creates clutter. You've probably seen ads that look like an accident in a crayon factory. That's no way to appeal to readers.

12. Stay away from reverses. It's not a good idea to use white images and words on a dark background. Readers are accustomed to dark print on a light background. Make it easy for them.

The four basic elements of a print ad are (1) headline (2) illustrative element (3) body copy and (4) logo. When they are arranged in a way that is easy to follow ... the ad is more likely to be noticed.

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.

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Session

Continued from Page 1

and pleas to House leadership to derail the effort.

We were successful, but these kinds of off-the-cuff parliamentary maneuvers are becoming more and more common.

How do we combat this? That's what our KPA member-only meeting next week is about.

To keep our strategies "within the family," we've set aside this time at 10 a.m. on Thursday, Feb. 25, for our discussion.

While we turned back the latest challenge, we know there will be more in the near future. It's a fact that state press associations all across the nation are dealing with these kinds of threats every session.

All of the threats have at their core the belief that placing public notices in news-

papers is yesterday's solution to transparency.

We've been encountering this refrain for years in Topeka, and the drumbeat has not slowed.

This year, of course, the pandemic has thrown another wrench into the works: local governments are suffering financial losses from lost sales tax collections and higher expenses to fight COVID-19.

Certainly, it's important that each of you continue to maintain close relationships with your local legislators.

That showed in the response last week as we turned back this latest attempt.

But we must have more than that, because when the next big threat emerges, we'll need more tools in our toolbox. That's what the meeting next week is about.

Please [register here](#) and join us as we work together on that plan.



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Let's claim the high ground on public notice

It's -20 windchill, it looks like our gas bills are going to be astronomical this month and another financial institution has pulled out of our papers that has been with us for eight-plus years.

I'm not sure about you guys, but I could really use some good news.

We haven't gotten any explanation on why our financial institutions are, all of the sudden, pulling out of the papers, but we can only assume loan numbers are down

due to lobbies being closed for what seems like forever now, and marketing budgets are being cut for a period of time.

The hits keep coming, too.

One of our local representatives is hell bent on introducing legislation to take legal notices out of newspapers and allow

for governments to choose where they go: newspapers or online (or both, yeah right).

Despite having a good working relationship with this representative, he feels like it is prudent to make this push for the second time.

We have good folks in Topeka working to explain our position, and I feel confident that we will win another round of fights as we have so many times in the past.

What I am not confident about is winning forever.

This fight keeps coming, and it will continue to come until one of these guys

manages to get enough of his friends in Topeka to side with him.

Obviously, we all need to do our part to keep good relationships with both area governments and representatives. I obviously am not advocating for being too chummy, but making sure you are being fair with them and also that they understand why you are bringing the pain when you do will go a long way.

The other thing that is crucial to our fight to keeping legal notices is maintaining fair prices for government. Most of us are doing a fine job of this, but there are a few bad actors among us that are likely charging more than they have to because they can.

This isn't only dangerous to the newspaper doing that but also to the whole group of us.

We haven't raised our legal rates in over five years. That isn't to say that we shouldn't have a few times, but we have maintained them largely because we are in competitive markets and because we have been able to keep our legal prices low due to other revenue streams.

Not everyone is afforded those same circumstances, and I get that. With that said,

take a hard look at what you are charging, ask your neighboring publishers (if you aren't competing) what their standard rates are, and if you are significantly higher than your neighbors, consider at least auditing why you are and have a good explanation for it. If you can't give a good explanation, maybe consider dropping them as a goodwill gesture.

With temperatures as low as I can remember them, my business and personal bills about to go through the roof, and advertisers calling to tell me they will need to cancel ads until the third or fourth quarter of 2021, I can't afford to deal with much more B.S. I am sure plenty of you can't, either. I am sick of all the hits that keep coming.

So, if we can take any argument for taking legal notices out of newspapers from their hands, we should do it, and that starts with us, not with them. Audit yourself, have

justification for your rates, and be fair. If we are to hold government responsible for how they spend tax dollars, the least we can do is do the same when we ask them to spend those tax dollars with us.

The other thing that is crucial to our fight to keeping legal notices is maintaining fair prices for government. Most of us are doing a fine job of this, but there are a few bad actors among us that are likely charging more than they have to because they can.

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



Joey Young

Hedge fund to buy Tribune Publishing for \$630 million

By Robert Channick, *Chicago Tribune*
Tribune Publishing, publisher of the Chicago Tribune and other major newspapers, has agreed to be acquired by Alden Global Capital in a deal valued at \$630 million.

Announced Tuesday after the stock market closed, the deal would create one of the largest newspaper operators in the United States. It follows weeks of negotiations between a special committee of Tribune Publishing's board and Alden, a hedge fund with a history of deep cost-cutting at its other newspaper properties.

Alden, already Tribune Publishing's largest shareholder with a 31.6% stake, is offering \$17.25 a share for the remainder of the company in a transaction that would take Tribune Publishing private. That amounts to



Alden paying about \$431 million for the 68% of shares it doesn't already own.

The agreed-upon price is \$3 a share higher than a nonbinding proposal Alden presented in December. Since its interest in buying all of the company was made public in late December, shares of Tribune Publishing have steadily moved higher. On Tuesday, the stock closed at \$15.97 a share, giving the company a market capitalization of \$583.4 million.

In addition to the Chicago Tribune, Tribune Publishing owns The Baltimore Sun; the Hartford (Connecticut) Courant; the Orlando (Florida) Sentinel; the South Florida Sun Sentinel; New York Daily News; the Capital Gazette in Annapolis, Maryland; The Morning Call in Allentown, Pennsylvania; the Daily Press in Newport News, Virginia; and The Virginian-Pilot in Norfolk, Virginia.

As part of the deal, Alden signed a nonbinding agreement to sell The Baltimore Sun to Sunlight for All Institute, a public charity formed by Stewart Bainum Jr. In a Dec. 31 regulatory filing, Alden said it had a "brief conversation" with Bainum, chairman of Choice Hotels International, a Rockville, Maryland-based hotel chain, who expressed interest in "certain assets" of Tribune Publishing.

Keefover presented ‘Above and Beyond’ citation by coalition

Ron Keefover, recently retired president of the Kansas Sunshine Coalition for Open Government, has been presented the “Above and Beyond Award” by the coalition’s board of directors.

The award is given to individuals for outstanding service to the cause of transparency in Kansas.



Ron Keefover

Keefover is a former reporter for the Topeka Capital-Journal, where he covered courts and cops for 17 years. However, he spent the last 32 years of his career as the education-information officer in the administrative office of the Kansas Supreme Court.

He worked with the Kansas court system to make it more transparent, and he led the effort to get the top judges in Kansas to explain the court’s role better to journalists and, therefore, to the people of Kansas. He also developed the court’s rules on cameras in the courtroom.

He holds a bachelor of arts degree from Washburn University and a master’s degree from Kansas State University.

We still need judges for Indiana contest

If you can spare some time, we need more judges for the Hoosier State (Indiana) Press Association newspaper contest.

We trade contest judging with other states each year, and Indiana is judging ours at about the same time.

If you can help, [go here to sign up](#) and list your preferences.

Members: join us Feb. 25 to discuss legislative issues

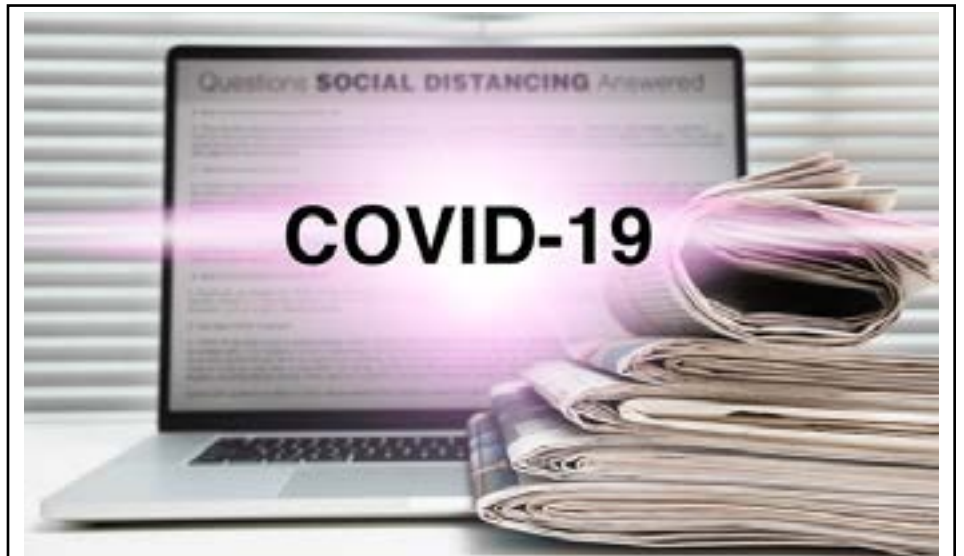
The Kansas Press Association is hosting a Zoom event on Feb. 25 to update members on the current legislative session. Doug Anstaett, KPA lobbyist, will lead the presentation.

If at all possible, please tune in for this one-hour discussion of the potential threats we face on public notice and other transparency issues.

To register, which is required, [go here](#).



Have some extra newsracks sitting around? In Florence, N.C., the Morning News partnered with the House of Hope, a shelter that serves the homeless, and Tie One On Florence, a campaign that provides clothing to the less fortunate, to repurpose and redecorate the boxes to house donated items.



ALL TOGETHER NOW.

We’ve been hard at work reporting the latest news and informing you about a pandemic that’s disrupted everyone’s lives. We’re proud of our brand of trusted journalism.

Now, as our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than us.

No one has an engaged audience like ours. Our growth online, combined with print, is impressive as more readers turn to us for local news.

Newspapers are your best investment.
We care about local.



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MARKETPLACE

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

MANAGEMENT

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

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.

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.

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.

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 KUsports.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. Finalists also should be prepared to take a copy editing test as part of the interview process.

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

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

MARKETPLACE/CONT. FROM PAGE 6

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.

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

PRODUCTION

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 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. 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.

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. (6-14)

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FRIENDS OF KPA

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

KPA has busy schedule of activities planned

Unprecedented. Historical. Yes, 2021 seems to be fighting 2020 for notoriety. But as Albert Einstein said, “In the middle of difficulty lies opportunity.”

And we have plenty of opportunities at the Kansas Press Association for you – revenue generating opportunities, idea generating opportunities and many more.



Emily Bradbury

If you are like me, my to-do lists are long and numerous. I appreciate it when pertinent information is in one place, so that’s what I’m going to do here. And the only thing I love more than information is a checklist, so I am combining the two. Below you will find a list of reminders of various KPA opportunities coming up in the next several months. By compiling all of this in one place, I hope to make it easy for you to participate.

FEBRUARY

- ☐ Feb. 22 – Awards of Excellence deadline at 10 p.m.
- ☐ Feb. 23 – Sign up to judge the Hoosier State Press Association Contest. This is a great way to get new ideas for ads and stories and it’s online!
- ☐ Feb. 25 at 10 a.m. – Important KPA Legislative Member Only Zoom meeting. Registration is required.

I appreciate it when pertinent information is in one place, so that’s what I’m going to do here.

MARCH

- ☐ March 1 – Nominations open for Kansas Hall of Fame and other special awards, including the Clyde M. Reed Jr. Master Editor Award and the Gaston Outstanding Mentor Award.
- ☐ March 5 – KPA Convention Survey closes
- ☐ March 15 – Contact Amber, KPA’s advertising director, to discuss how the KPA networks can make money for you and your publication.

APRIL

- ☐ April 1 – Nominations for Kansas Newspaper Hall of Fame and other special awards are due
- ☐ April 15 – Sign up for the KPA Golf Tournament on June 10 in Newton. Early Bird Deadline end is today! Send Emily an email to register.

MAY

- ☐ May 10 – Deadline to register for the KPA Annual Convention and AOE Awards Luncheon in Newton

JUNE

- ☐ June 10 – 11 – KPA Annual Convention, Meridian Center in Newton

Cut this out, put it on your desk and we hope to see you soon.

Emily Bradbury is executive director of the Kansas Press Association.

KPA NETWORK WINNERS FOR JANUARY

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in January 2021. 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** — No member sales this month.
- KDAN** — Rural Messenger, four ads sold for a profit of \$880.
- OUTSIDE SALES** — Eureka Herald, Rural Messenger.

KU student interns ready with legislative coverage

LAWRENCE — Journalism students at the University of Kansas have begun producing stories from the legislative session and they are now available to Kansas newspapers.

This service, called the KU Statehouse Wire Service, is made possible through a grant from the Kansas Newspaper Foundation.

KU journalism students have been supplying dozens of stories through the service for several years. Kansas Press Association members can use the content free of charge.

“Our members have indicated they need more content from the legislative session,” said Emily Bradbury, KPA executive director. “This partnership with KU ensures at least a portion of that need is met.”

KNF has committed \$5,000 in cash awards for student scholarships each year since 2015.

The class provides KU journalism students a professional reporting experience, [Click here to visit](#) the website. KPA members can use this sign-in: Username: kuwire Password: kuwire



THIS MONTH’S QUESTION

Q. Whatever happened to the KPA Oral History Project that was conducted by the History of Journalism class at KU?

A. The first round of interviews has been uploaded to the KPA website. Interviewees include Buzz Merritt, Craig McNeal, Doug Anstaett, Tom Throne, Linda Denning, John Hanna and Sharon Kessinger. [Click here](#) to find that page.

We may be starting a second round of interviews next fall. Do you have a suggestion for a good person to interview? Email Emily at ebradbury@kspress.com.