

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION FEB. 22, 2023

## INSIDE TODAY

### PAGE 2

Kevin Slimp says secret is giving readers what they want.

### PAGE 3

John Foust explains the Advertisers Bill of Rights.

### PAGE 4

KPA president David Allen Seaton says it's OK to use the successful ideas of others.

### PAGE 8

KPA executive director Emily Bradbury urges members to enter AOE, sign up for convention.



*Adam Strunk, legislative chair for the Kansas Press Association, discusses KPA's legislative priorities with Sen. Carolyn McGinn, R-Sed-*

*wick. Strunk is director of editorial content for Kansas Publishing Ventures, which includes Harvey County Now.*

## KPA CALENDAR

### MARCH 1

Deadline for AOE entries.

### MARCH 25

Sunflower State Spelling Bee, Newman University, Wichita.

### APRIL 6

Kansas Civics Games, Topeka.

### MAY 19

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

### JUNE 9-10

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

## TODAY'S QUOTE

“The way to right wrongs is to turn the light of truth upon them.”  
— Ida B. Wells

## Legislative ‘Whack-a-Mole’

### Bills to limit public notice sometimes come from nowhere

You might call it the Kansas Legislature's version of a game called Whack-a-Mole. That's how the Kansas Press Association's staff and board feel after a series of moves during the past two weeks on public notice issues so important to the state's newspaper industry.

Whack-a-Mole, of course, is a game that challenges participants to use a soft mallet to keep hitting a mechanical mole, only to see it reappear in another hole on the board.

Two bills addressing public notice were

quickly introduced, set for hearings, then pulled after serious concerns were raised by members, staff and the KPA's lobbying firm, 1861 Consulting.

And, according to Emily Bradbury, KPA's executive director, the work of members whose legislators sit on the important House Local Government Committee paid off as both bills were eventually deleted from the committee's agenda.

See WHACK-A-MOLE on Page 5

## AOE deadline extended until March 1

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

The deadline has been extended a week to Wednesday, March 1.

All entries must have been

published between Jan. 1, 2022 and Dec. 31, 2022.

Publication is defined by the issue date in the newspaper or the timestamp on your website.

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

It includes directions for preparing and submitting entries and provides all the

rules, categories and important reminders.

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

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

# Secret to growing your readership: Give your readers what they want

Earlier this month, I traveled about an hour from my home to conduct focus groups for a weekly newspaper in Tennessee. Focus groups come in all sizes and shapes. This particular focus group was a little different than most. The paper had gathered 15 seniors – the minimum age requirement was 60 – to spend three hours discussing recent issues of the newspaper and making suggestions about ways to improve the content.

We learned a few things that surprised us, and a few things went as expected. I felt this would be one of the “easiest” focus groups I’ve done. The paper is very successful and continually works to improve its product and meet the needs of its readers. I had a feeling I wouldn’t run into too many angry participants.

As the gathering neared the end, the conversation turned to how many focus group members had moved to the area from other parts of the country. One recently relocated from Massachusetts and noted how surprised she was that the quality of the paper was so much better than what she had grown accustomed to in her previous home. Others who had relocated from other parts of the country echoed in with similar opinions.

Focus group members shared stories of papers in other towns that had “dwindled to nothing.” They agreed that their weekly paper’s content and overall quality were much better than the metro paper 45 minutes away.

One of the final statements of a group member promises to stay with me. “Please don’t sell our paper to one of those national groups! We love it and don’t want to see it destroyed.”

Fortunately for her – as well as everyone else in the group – there’s no risk of that.

Most weeks, I meet either in person or online with one or two newspaper staffs to discuss every aspect of the newspaper business. Today, I’m meeting with a group of newspapers in New York to discuss their editorial workflow. A few days ago, I worked with the editors and designers of a

paper in another state. A while back, I had a fascinating meeting with co-publishers of a paper in Florida. As I looked through copies of their newspaper, I was impressed with both the content and design. I correctly guessed that they have a large readership among young adults. It was a very impressive publication from both a design and content standpoint.

I was surprised, however, when I learned that the focus on younger readers hadn’t happened on purpose. It was the result of having a young staff.

Imagine their surprise when I mentioned to the publishers the potential growth of their paper by including more content for older readers. Most papers would kill – well, not literally – to have readership among young adults. But as I visited with the publishers, it dawned on me they had flipped the readership issue. They had a lot of young readers but were missing the middle-aged and senior markets.

Frankly, I think the paper in Florida is in a very good place. Gaining older readers is probably easier than attracting younger readers to most newspapers. But the method of gaining readers is the same: provide the stories,

photos, and content to meet their needs. I suggested they offer more stories related to health, travel, and human-interest stories. When I visit with most publishers, I suggest they provide more stories related to entertainment, DIY, and

other topics of interest to younger readers.

Yes, newspapers still grow. I work with growing papers all the time – just about every day.

## New Toy Arrives – The Latest Mac

A few days ago, Apple announced their new line of Macbook Pro and Mac Mini computers. I have been waiting more than a year for the M2Pro version of the Mac Mini to arrive. Rumors were that we would have the new com-



Kevin Slimp

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**One of the final statements of a group member promises to stay with me. ‘Please don’t sell our paper to one of those national groups! We love it and don’t want to see it destroyed.’**

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## 2022-2023 KPA BOARD

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# Advertisers need to stick to features, benefits

In the advertising business, there are things which must be done in order to create an effective campaign.

Think of it as Advertising's Bill of Rights: Send the right message ... to the right audience ... in the right medium ... at the right time ... about the right product (or



**John Foust**

service) ... which sells for the right price ... in the right environment.

Although some other rights might be added to the list, this covers the basics. Here's a closer look:

1. Send the right message: In other words, watch your language. Instead of using empty claims and exaggerations like "fantastic," "incredible" and "best ever," stick to legitimate features and benefits. If you're putting together a response ad (as opposed to an image, or institutional, ad), make a compelling offer – discounts, time-sensitive offers, two-for-price of one, etc.

2. To the right audience: There's no such thing as selling to "everyone." On any given day, only a small slice of the total audience is in the market for a new car or a refrigerator or a pair of jeans. Aim your message at the people who want/

need/qualify to buy what your advertiser is selling.

3. In the right medium: It's rare when a particular product is limited to only one possible media outlet. As a result, most of your advertisers are deciding between two or more choices. The first order of business is to learn as much as possible about

the media product(s) you sell. Then learn all you can about the other choices in your market. That will put you in position to make fair – and convincing – comparisons between Choices A, B and C. Along the way, you will confirm ways to present your paper's print and online products as the right picks.

4. At the right time: While some products and services are viable all year long, others are seasonal. Unless your publication is in a year-round cold climate, don't try to sell snow shovels in July.

5. About the right product (or service): Likewise, it's not smart to advertise lawn furniture or residential termite services in a congested area with high-rise apartment buildings.

6. Which sells for the right price: A car dealer told me about a salesperson

who approached a man in the used car lot. When the man asked, "How much is this truck?" the salesperson replied, "\$19,900." The man said, "But the tag says \$15,000. Do you think I'm some kind of fool?" The salesman said, "No sir, I was just checking to make sure."

Encourage your advertisers to price their products fairly. If the price is wrong, no one will buy.

7. In the right environment: Measurements of success shouldn't stop when an ad runs. Sure, advertising can generate traffic, but if consumers encounter rude

employees in the advertiser's place of business, they will leave. And you can say the same for poor parking, inconvenient hours, dirty floors, and complicated return policies.

True advertising success calls for the entire Bill of Rights, not just one or two.

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

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**Sure, advertising can generate traffic, but if consumers encounter rude employees in the advertiser's place of business, they will leave.**

## KSPA seeks judges for journalism contest

The Kansas Scholastic Press Association is seeking judges this week for its high school journalism regional contest.

Judges will receive the entries on Thursday, Feb. 23.

All judging materials should be completed by 5 p.m. Wednesday, March 1.

Eric Thomas, KSPA executive director, said, "Because this is an educational contest, we aim to give specific feedback to students. Each entry requires you to write at least a few sentences of feedback targeted to each entry. I usually budget a bit more than five minutes per entry for writing categories. However, many judges will move more quickly than that."

Thomas said the regional contests reach more students than any other event on the KSPA annual calendar. To sign up as a judge, [go here](#).



**Eric Thomas**

## THIS MONTH'S QUESTION

Q. I am hearing rumors about USPS creating supercenters that will greatly affect rural delivery. What do you know?

A. The KPA is in contact with our national USPS experts but the USPS is not releasing any information about their plans until after testing has been completed at their prototype supercenter in Georgia.

Once we know definitively what plan they will utilize moving forward, we will let you know.

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# It's OK to borrow, steal, adapt, take good ideas

If you're like me, you're not very creative. I'm not sure what portion of my brain, or what personality trait dominates, but it's not artistic or inventive or particularly risk-taking.

That's why I like to borrow, steal, adapt, take — or whatever the best verb is — ideas here at Winfield Publishing Company from other newspapers or news outlets that are tried and true. This applies to most of us, I'm sure. Hence all the networking and conferences and webinars to share ideas and rub elbows.

We have some creative people here at the CourierTraveler, and they've come up with some good in-house ideas over the years. But mostly we search out successful projects and try to execute them within our framework.

One recent example is our new "magazine." I use quotes because it's something between a magazine and a special section. It's called The Cowley Quarterly. It's full-color, 40 pages (so far), printed on thick newsprint, and is distributed inside the newspaper but also free at outlets across our market.

Publishing a magazine, or something like it, is nothing new in newspaper circles. (There's even a KPA contest entry for best magazine!) In fact, we've been partnering with area tourism committees and chambers to do the traditional tourism guides and chamber directories for years. But those projects recently faded away for reasons I'm sure you can imagine.



David A. Seaton

Needed to make up the revenue, right? OK, we'll do something similar ourselves. Our sister paper in Manhattan does a magazine product, which provided some inspiration. But I'm not ashamed to say that we took the business plan — hook, line and sinker — from The Ponca Monthly, published in Ponca City, Okla.

I can admit that because we met with the owners to do some research. They were very helpful. Our markets don't overlap — at least not much — so borrowing is a better word than stealing.

The Quarterly, as we like to call it, has worked out quite well so far. We've published two editions and the compliments keep coming in. Advertisers like it, too, with the premium quality and the wide distribution. The staff here enjoys working on it. On the news side, it allows reporters to do longer, more in-depth features, which is what most of them prefer. These are stories hard to devote time to when you're trying to keep up with the news and developments of the moment.

Another great stolen idea came from Newton Now during the pandemic. It was early in the pandemic, and we were all groping for revenue ideas as businesses were shutting down. Owner Joey Young spoke about his project of finding sponsors to support a listing of local businesses trying to survive. (At least this is how I remember it.)

We followed suit and titled ours, "Let's

Support Our Local Businesses," and we listed more than 70 entities and got dozens of sponsors, including community-minded individuals, to support this marketing effort. It carried a real community feel, and helped us bring in some revenue during those fraught times. Thanks, Joey.

An idea we borrowed a few years ago was one we probably should have been doing a long time ago — a "Best Of" contest in our market.

I think we balked at the idea prior to that because we didn't want to pit advertisers against each other. But the time comes when you have to take a little risk to find reward,

and that project has certainly worked in our favor. Best of Cowley County is our second biggest special section (We still do an annual Progress section), and it generates good publicity and buzz for the CourierTraveler beyond our normal operations.

These three examples of borrowing good ideas all are traditional and newsprint oriented (voting for the contest is mostly online). I often feel like we're lagging in the online world and don't experiment enough there, and indeed that's probably true. But sometimes, in these fast-changing times of online and social media dominance, it pays off to steal ideas that are tried and true.

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

## Women, journalists of color appear most vulnerable to digital harassment

Journalists are often encouraged to be active on social media and engage with their audiences, but their newsroom social media policies do little to protect them when they're attacked or harassed online, according to a recent study that adds to a growing body of research based on surveys of reporters and editors across North America.

Women and journalists of color are particularly vulnerable to these attacks, notes Jacob Nelson, an assistant professor in the Department of Communication at the University of Utah, and author of a recent study, "'Worse than the Harassment Itself':

Journalists' Reactions to Newsroom Social Media Policies."

His study, published last month in Digital Journalism, is based on in-depth interviews with 37 reporters, editors, publishers, freelancers and social media and audience engagement managers in the U.S. and Canada, who were current or former employees of local, national, for-profit, nonprofit, print, digital and broadcast outlets.

It also focuses on how journalists perceive their newsroom's social media policies, rather than textual data collected from the policies themselves.

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

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### Sometimes, in these fast-changing times of online and social media dominance, it pays off to steal ideas that are tried and true.

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## Nominations for HOF, special awards accepted now through April 1

Do you have someone in mind to nominate for the Kansas Newspaper Hall of Fame or one of the other special awards from the Kansas Press Association?

If so, nominations are being accepted from today through April 1 for the 2023 honorees.

For more information or to nominate someone, [click here](#).

Awards in addition to the Hall of Fame include the Clyde M. Reed Jr. Master Editor Award and the Gaston Outstanding Mentor Award.

# Whack-a-Mole

Continued from Page 1

What is most upsetting about these legislative twists and turns is that so little time is allowed to prepare for and address the issues when they arise.

The two bills, House Bills 2324 and 2343, weren't introduced until a few days ago.

First, KPA's lobbying firm was told [HB 2343](#), a bill to allow local governments and other entities to designate their own website as the "official publication," would not get a hearing. Then, KPA learned a hearing had been set for just a few days later.

Bradbury called out the troops and asked members to submit testimony opposing the change, which essentially would have allowed municipalities to use their traditional way of notifying the public through newspaper publication or opt out and use their own website.

Several members responded with written testimony opposing the move.

Then, the day before the scheduled hearing, the chair decided not to hear the bill.

The second bill, [HB 2324](#), would have allowed landlords to opt out of a public notice that is required when a tenant vacates a rental apartment or home and leaves possessions behind. Currently, the owner of the property must give adequate notice that abandoned possessions will be sold to satisfy the amount still owed in rent unless the former tenant makes other arrangements.

Once again, a hearing was quickly scheduled on the bill.

With opposition testimony already submitted, Bradbury received a call that the hearing scheduled for the next morn-

ing had been cancelled.

What made the difference? You did.

Member contacts with local legislators on the House Local Government Commit-

tee apparently started behind-the-scenes conversations that led to the bill being pulled from consideration.

However, we can't become complacent, Bradbury said, because the bills are still there and capable of being

reopened and amended to other bills or run on their own with little notice to our industry.

"All I can say is we need to remain vigilant," she said. "We know our adversaries won't give up on the public notice issue. The good news is we're prepared now with solid opposition testimony to both these bills."

**Bradbury received a call that the hearing scheduled for the next morning had been cancelled.**

**What made the difference? You did.**

## DEATHS

### Bill Roy

William "Bill" Dee Roy, 61, a beloved son, brother, husband, father and friend, died on Jan. 22, 2023 in Wichita.

He was an accomplished journalist for 37 years, including the last 20 leading the Wichita Business Journal newsroom as editor-in-chief. He received many honors in his radio, television and newspaper career, culminating with his 2022 induction into the Kansas Newspaper Hall of Fame.

He was born on Feb. 20, 1961, in Kansas City, Kan., to Keith and Elamae Roy.



Bill Roy

He grew up in Overland Park, attending Santa Fe Trail Elementary, Milburn Junior High and Shawnee Mission North High School, graduating in 1979. He graduated from Kansas State University with a journalism degree in 1985.

Roy began a radio broadcasting career in Garden City, Kansas, at stations KIUL and KWKR before joining KKJC Radio in Blue Springs, Missouri. In 1988, he moved to Wichita as a "ranch hand" reporter and news anchor at KFDI Radio, where he stayed until 1994.

He became a reporter at The Wichita Eagle for three years before moving into television at KWCH, Channel 12, as assignment editor and assistant news director.

Roy became managing editor of the Wichita Business Journal in 2002 and quickly became editor-in-chief, where he led the paper's news operations as it expanded its online presence. He used his multiple talents in daily WBJ business reports on KNSS Radio and weekly reports on KAKE News. He was an entertaining emcee during WBJ events and programs, and his weekly "BizTalk with Bill Roy" podcast that attracted Wichita business leaders and newsmakers was the first of its kind within the Business Journal's parent company.

He was an annual cut-up at Gridiron, the Society of Professional

Journalists' spoof of news events, and Roy's sense of humor and kindness made him an instant friend to everyone he met.

His services were earlier in February.

The family requests donations be made to Project ALS ([www.projectals.org](http://www.projectals.org)) and the 1/99 Reintegration Program ([www.199joco.org](http://www.199joco.org)), or subscribe to the Wichita Business Journal ([www.wichita-businessjournal.com](http://www.wichita-businessjournal.com)).

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

### Del Brinkman

Paul Delbert "Del" Brinkman, who began his career as a journalist for a newspaper once edited by William Allen White and retired 48 years later as a distinguished journalism educator and dean, died Feb. 19, 2023. He was 86 and lived in Overland Park.

He was born in Olpe, Kan., to Paul and Delphine Brinkman, the oldest of five children who lived on the family's farm. It was there he first heard the St. Louis Cardinals on the radio, sparking a lifelong love of baseball and kindling an interest in journalism. He graduated from Olpe High School and attended Emporia State University, where he earned a degree in English and Social Science.

While in college Brinkman worked for The Emporia Gazette and after graduation taught English and journalism at Leavenworth High School before pursuing graduate studies at Indiana University in Bloomington, where he earned a master's degree in journalism in 1963 and a doctorate in mass communication in 1971.

He was on the journalism faculty at Kansas State University from 1965 to 1968 before joining the William Allen White School



Del Brinkman

## MARKETPLACE

For KPA members, the first 35 words are free. Ads run for 60 days online unless renewed. To place an ad, [click here](#).

### MANAGEMENT

**MANAGING EDITOR** – The Junction City Union is seeking a MANAGING EDITOR to lead our dynamic weekly newspaper. To apply, send resume and 3-5 examples of writing and/or design work to Megan at [mmoser@themercury.com](mailto:mmoser@themercury.com).

**MAILROOM SUPERVISOR** – The Manhattan Mercury is hiring a MAILROOM SUPERVISOR. This full-time, salaried position comes with full benefits. Apply at: The Manhattan Mercury, 318 N. 5th Street, Manhattan, KS 66502 or email [bcarter@themercury.com](mailto:bcarter@themercury.com).

**MANAGING EDITOR/MARKETING DIRECTOR** – The Lincoln Sentinel-Republican is a community newspaper in a dynamic region of history and tradition. Seeking the right individual to excel the newspaper (print/online). [dnews-times@outlook.com](mailto:dnews-times@outlook.com) (785) 366-6186

**EDITOR AND GENERAL MANAGER** – of a vibrant Texas Hill Country community weekly. Are you ready to take your reporting (sports and general) and management skills to the next level? Strong writing ability, reporting experience, community relations sensibility, and organizational skills are vital. Broad newspaper responsibilities will provide an opportunity to be involved in every level of weekly newspaper management, but direct previous management experience is not required. Layout experience a must. This is the perfect small-market management position! [Wesnermedia@gmail.com](mailto:Wesnermedia@gmail.com) Job Type: Full-time - Salary/pay is negotiable.

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

### NEWS

**NEWS 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 copy editing. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who doesn't shirk from the hard questions. This person must have the ability to work productively in a team setting. The person must be aggressive and adept at setting priorities and reordering them as needed, particularly under deadline pressure or as circumstances change. The person should have strong editing and writing skills. 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 below [advertising@abilene-rc.com](mailto:advertising@abilene-rc.com).

**NEWS REPORTER** – The Miami County Republic is seeking a reporter to join its news team. Applicants are asked to send a resume, cover letter and examples of prior work to Editor Brian McCauley at [brian.mccauley@miconews.com](mailto:brian.mccauley@miconews.com).

**SPORTS JOURNALIST** – Community-minded journalist wanted for family-owned group of newspapers in south central Kansas and north central Oklahoma. Please send resume and samples to Jason Jump, publisher, at [jjump@kcnonline.com](mailto:jjump@kcnonline.com).

**REPORTER** – Relocate to thriving, independent weekly that just won 40 KPA awards. Competitive salary, benefits, year-end bonus for upwardly mobile, enterprising, engaging general assignment reporter. Marion County Record. [job@mnks.us](mailto:job@mnks.us).

**NEWS REPORTER** – The Emporia Gazette of Emporia, Kansas, has an immediate opening for a reporter who can build sources and dive into local issues. Duties include sports and general assignment, feature writing, coverage of local government boards and copy editing. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who doesn't shirk from the hard questions. This person must have the ability to work productively in a team setting. The person must be aggressive and adept at setting priorities and reordering them as needed, particularly under deadline pressure or as circumstances change. The person should have strong editing and writing skills, and experience with Multimedia journalism is must. Position will also require news page pagination and knowledge of InDesign. We use video, audio, Facebook and Twitter to tell our stories. We are a Monday through Saturday paper, covering six counties. Salary based on experience. We offer health benefits, 401(k) and two weeks vacation. Emporia is on the edge of the beautiful Kansas Flint Hills one hour away from major Kansas cities like Kansas City, Wichita and Topeka. Send cover letter, resume with references and writing samples to Chris Walker at [walker@emporia.com](mailto:walker@emporia.com) (put reporter position in the subject line), or by mail to 517 Merchant, Emporia Kansas 66801.

**GENERAL NEWS REPORTER AND DIGITAL CONTENT MANAGER** – One of the state's top weekly local news operations just outside of Wichita is seeking an individual to be responsible for learning content management system (CMS) and developing features and opportunities for growth within a community news web site. Duties include daily management and oversight of all content; training other staff members when new features can be implemented. Experience with digital content management and social media are preferred. Video production skills are valuable as well. Duties of a General News Reporter are also part of the position. This includes some coverage of local news and features for a local newspaper as well as some feature writing for a community lifestyle magazine. Some benefits are available after an introductory period. Compensation will

be aligned with experience and ability. Advancement opportunities are available for the right individual. If you are dependable, self-disciplined, can work independently and within a team and are looking for a position with a progressive company contact us today. Please email a resume with work experience and references to [jeff@derbyinformer.com](mailto:jeff@derbyinformer.com). Derby Informer Inc. is an EOE

**SENIOR REPORTER** – Kansas City PBS is seeking a Senior Reporter for Flatland. Under the supervision of the Managing Editor, the senior reporter will work across platforms and departments to produce in-depth, magazine-style stories and multimedia news content that is equally thoughtful and compelling about important civic affairs topics in the Kansas City area. SALARY RANGE: \$45,000-\$55,000. If interested in this exciting opportunity, send cover letter, resume, and an example of your writing skills to [human-resources@kansascitypbs.org](mailto:human-resources@kansascitypbs.org). Please include in your cover letter how you learned about this position. KCPBS is an E-Verify, Affirmative Action and Equal Opportunity Employer.

**SPORTS REPORTER** – The Stillwater News Press is looking for a Sports Reporter to be a part of its award-winning staff. The reporter will cover high school sports, as well as athletics at Oklahoma State University, which is disseminated to all CNHI papers in Oklahoma. Experience with page design is preferred. Experience with photography is a plus. Must be able to work nights and the occasional weekends, especially during college football season. Please send a cover letter, resume and examples of your published work to Stillwater News Press Sports Editor Jason Elmquist at [jelmquist@stwnnewspress.com](mailto:jelmquist@stwnnewspress.com). The position is full time and offers an excellent benefit package including paid time off, insurance, and a 401K plan. EOA

**SPORTS WRITER** – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a Sports Writer. Duties include covering all local sports, building relationships, attending sporting events, interviews and taking pictures, staying current on what is happening with local sports and writing the needed content in a clear concise way conveying factual information. This position requires strong writing abilities, a keen understanding of the sports that are being covered, researching skills, and completing task within a time frame. This person should have strong editing skills, and a knowledge of news page pagination and knowledge of Indesign. Salary Based on Experience. Send cover letter and resume with reference and writing samples to Kim Maguire General Manager at the email address below [advertising@abilene-rc.com](mailto:advertising@abilene-rc.com)

**JOURNALIST WANTED** – The Wichita Business Journal is searching for a reporter who can build a list of strong sources, break news, write sophisticated and impactful cover stories and own their beats. Candidates should be able to mine data for stories, use social media as a reporting tool and make connections with the Wichita business community. This person will relish the opportunity to scoop the competition daily, online and in print.

## MARKETPLACE/CONT. FROM PAGE 6

The Wichita Business Journal is an award-winning, highly respected source of business news in Wichita and south-central Kansas. The WBJ and its 40+ sister publications are part of American City Business Journals, the No. 1 source for local business news in the nation. Send resumes to [broy@bizjournals.com](mailto:broy@bizjournals.com).

**REPORTER** – A duo of legacy newspapers located in the Platte Valley of Nebraska seeks a sports reporter to deliver top-notch sports coverage to our readers. Candidates must have a passion for sports and the players that play them. Page design experience a plus but we'll coach the right candidate without it. Candidates must have a willingness to become part of an active community, a strong work ethic, an ability to develop solid player/parent/coach relationships, and thrive in a small team environment. Interested candidates should send a resume and work samples to [josh@indydailyreporter.com](mailto:josh@indydailyreporter.com).

**REPORTER** – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a reporter who can build sources and dive into local issues. Duties include general assignment, feature writing, coverage of local government boards, and copyediting. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who does not shirk from the hard questions. This person must have the ability to work productively in a team setting. Must be aggressive and adept at setting priorities and reordering them as needed, particularly under deadline pressure or as circumstances change. The person should have strong editing and writing skills. The position will also require news page pagination and knowledge of InDesign. Salary based on experience. Send cover letter, resume with references and writing samples to Kim Maguire General Manager at the email address [advertising@abilene-rc.com](mailto:advertising@abilene-rc.com).

**EDITOR** – Come join our team as we grow! Weekly newspaper located in Texas is in search of a great editor. The leader we seek will be hands-on in all parts of our weekly newspaper, from covering sporting events and city council to layout and photography. Community involvement is a must. Experience in InDesign and Photoshop is preferred but not required. For more information, please submit your resume and cover letter to [swood@ntin.net](mailto:swood@ntin.net)

**EDITOR** – The Shawnee Mission Post is hiring an Audience Engagement Editor to ensure our coverage of Johnson County reaches the people who will value it most. The new staff member will be charged with leading the organization to the next level in its use of social media. [Click here](#) for details.

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

creative reporter with expertise in creating content that is relevant to a diverse readership, and must have demonstrable cultural competencies covering communities of diverse backgrounds and issues. This person will report, write and manage reporters. Prior supervisory and content management experience, including work as an editor for a first-class college newspaper, is preferred. This person will work in Wichita, KS. Our coverage area is the state of Kansas and the Kansas City Metro Area. Send resume, cover letter, reference and writing samples to [gooch@tcvpub.com](mailto:gooch@tcvpub.com).

**ENTERPRISING REPORTER** – Distinguished, independently owned paper seeks dedicated contributor to weekly showcase of engaging, human-focused features. Salary \$27,000 to \$34,000, plus insurance. Relocate to artsy Flint Hills community with strong schools, two resort lakes. [job@mnks.us](mailto:job@mnks.us).

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

**REPORTER** – The Bartlesville Examiner-Enterprise is looking for a full-time reporter to cover local news in northeast Oklahoma. Candidates should have experience taking photos as well as shooting and editing video, and know how to use social media to grow an audience. Preferred: Degree in journalism or related field; previous experience at a daily newspaper or other professional news organization. Send letter of interest, resume, three references and story clips to Doug Graham, News Editor, at [dgraham@examiner-enterprise.com](mailto:dgraham@examiner-enterprise.com).

### ADVERTISING

**ADVERTISING SALES MANAGER** – The Cowley CourierTraveler is searching for an advertising manager to oversee advertising sales and staff, sell to accounts and work closely with management to expand print and online products. Previous newspaper advertising experience preferred. Experience with creative software, digital marketing, website maintenance and social media a plus. The position will be located in Arkansas City, Kansas. Send resume to [daseaton@ctnews-online.com](mailto:daseaton@ctnews-online.com)

**RETAIL ACCOUNT EXECUTIVE** – The Great Bend Tribune is seeking a full-time Retail Account Executive or Sales Team Leader to join their award-winning team. This strategic position will be responsible for bringing innovative advertising solutions to local businesses in Central Kansas. The right candidate will be a resourceful, performance-driven professional that has the tenacity to grow sales and market our customers. Computer and presentation skills are required for this position as well as a good driving record and reliable transportation. The ideal candidate will

have experience selling both print and digital advertising with a proven track record of delivering meaningful and compelling solutions for clients. He/she must be a team player willing to inspire and be inspired by being part of a dynamic media company focused on customer service. Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use professional selling techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share. Compensation includes a base plus commission with established account list and benefits. To apply send your resume and cover letter to: Judy Duryee, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: [jduryee@GBTribune.com](mailto:jduryee@GBTribune.com)

### PRODUCTION

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

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

### 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

**FOR SALE** – Free distribution, niche publication located in Kansas. Owner looking to retire. The publication is profitable and has a strong print and digital presence. Serves a tri-state area. If interested, please email Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com). Emily will then pass along your interest to the publisher.

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

# Things are hopping at KPA; AOE, convention, much more

Between playing legislative Whack-a-Mole and gearing up for our busiest spring in a few years, my ability to form coherent sentences for anything other than legislative testimony is lacking. So we are going to play “Odds and Ends,” otherwise known as “Have I Told You This Yet? I Forget.”



Emily Bradbury

Consistency is key, right? In keeping with the tradition of extending the AOE deadline, I have moved the deadline to 10 p.m. on March 1. The deadline will not be extended again. Seriously, I mean it this time ... probably.

[Enter here.](#)



Did you know you can make hotel reservations for the 2023 Kansas Press Association Convention?

Making hotel reservations is always a good idea even if you are unsure of your attendance plans. You can always cancel later. We have a fantastic room rate of \$129 a night.

[Go here](#) to reserve a room at the Kansas Star Casino in Mulvane.



Speaking of the 2023 KPA Convention, have you told us what you want to see on the program? If not, in the words of my preschool teacher, you get what you get and you don't throw a fit.

Better hurry, because the form closes at 5 p.m. on Feb. 24.

[Click here](#) to give us your suggestions.



We are gathering photos for a photo essay about Kansas community newspapers.

This will be our response to the Poynter story about the new photo essay about community journalism in Kansas.

Like every other industry trying to survive in rural America, we have our challenges. But are we in free fall? No, far from it. The future is bright and we plan to show how.

It's time we take back the narrative and show the real story of community journalism in Kansas.

Please send us photos of your lively office that's serving your readers and community, your staff covering meetings, your carriers doing their job after school and everything in between.

We plan to use these images for an upcoming project highlighting the amazing work you do for your community. [Please submit a photo](#) (or two) by Friday, March 3.



Did you know that ad payments can be sent using ACH? This process allows the KPA to deposit placement and rebate monies in the account of your choice.

It does not allow us to take money out of your account so it is a safe option to receive your well-earned dollars.

Our costs to mail checks has increased significantly so we are asking KPA members to sign up to receive ACH payments, if you have not done so already.

Ready to sign up? [Download the ACH form](#) and send back to Judy at [accounting@kspress.com](mailto:accounting@kspress.com).



That's all for now, right? I forget. Until next time ...

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

## Slimp

Continued from Page 2

puter in mid-2022. It was a good exercise in patience for me.

As you might guess, I immediately ordered the 10/16 Core model, with 16GB memory and a 512GB hard drive (\$1,299 US). The mini arrived two days ago, and I love it.

There are three base models of Mac Minis. I suggest the \$799 (8/10 Core, 512GB storage) for reporters. Designers should stick with the 10/16 Core model for

\$1,299. The \$599 model is great for the student or use at home when no serious design work is required.

One final suggestion: don't dare design pages without a minimum of two monitors. I use 32-inch (6X9 ratio) 4k monitors, and the speed with which I get things done more than pays for the hardware in no time.

*Kevin Slimp has been a popular speaker and consultant in the newspaper industry since developing the PDF remote printing method in the mid 1990s. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).*

## Deaths

Continued from Page 5

of Journalism at Kansas in 1970, where he worked until 1993.

While at KU, Brinkman led the journalism school as dean for 11 years before serving as vice chancellor for academic affairs for seven years.

Brinkman left KU in 1993 to become director of journalism programs at the John S. and James L. Knight Foundation in Miami, where he oversaw the foundation's journalism grant programs and new education initiatives. In 2001, he became dean of the School of Journalism and Mass Communications at the University of Colorado-Boulder, where he retired in 2002. He is a member of the Kansas Newspaper Hall of Fame.

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

### Doug Armbruster

Douglas James Armbruster, 59, died unexpectedly on Feb. 10, 2023 at his rural Napoleon, Ohio home.

Armbruster was born Nov. 10, 1963 to James L. and Kay (Watkins) Armbruster in Napoleon. He graduated from Napoleon High School in 1982.



He graduated with his bachelor's degree from the Defiance College and his master's degree from the Eastern New Mexico University. He worked for the Defiance Library.

Armbruster was a journalist by trade. He worked for different newspapers including the Farmland News. In the mid 1990s, he moved to Kansas.

He was an instructor at the Coffeyville Community College.

In 2008 he was named managing editor of the Coffeyville Journal. He was a staff writer and editor for the Independence Daily Reporter and Salina Journal.

He moved "home" in 2017 and filled in as a substitute administrative assistant at St. John UCC. Doug was a member of St. John's United Church of Christ and the Holgate Lions Club.

He is survived by his mother and caregiver Kay; and sister, Debra (Jeffrey) Stevenson, Napoleon. He was preceded in death by his father in February of 2020.

Funeral service was on Feb. 17.

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