

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 16, 2022

## INSIDE TODAY

### PAGE 2

Kevin Slimp says he was right about the resiliency of newspapers in the United States.

### PAGE 3

John Foust encourages advertising salespeople to ask clients to “show them around.”

### PAGE 4

KPA president Robin Wunderlich encourages newspaper owners to go ahead and increase subscription rates.

### PAGE 8

Three Kansas Coalition for Open Government board members – Emily Bradbury, Allison Mazzei and Doug Anstaett – team up to discuss why Sunshine Week is so important to the news industry, and especially in Kansas.

## KPA CALENDAR

### MARCH 13-19

Sunshine Week. See commentary on Page 8.

### MARCH 26

Sunflower State Spelling Bee.

### JUNE 9-10

Kansas Press Association Annual Convention and golf scramble, Newton.

## TODAY'S QUOTE

“Journalism is printing what someone else does not want printed; everything else is public relations.”  
– George Orwell



The management team at Kansas Publishing Ventures includes (from left) Adam Strunk, Bruce Behmyer and Joey and Lindsey Young.

## E&P honors Kansas publishing firm

### Magazine recognizes KPV along with nine other innovative companies

#### From Editor & Publisher magazine

When Joey and Lindsey Young purchased Lindsey's hometown paper, The Clarion in Andale, Kan., they were young — 27 and fresh from a handful of years in community papers.

However, they soon caught the attention of Joel Klaassen, who then owned Kansas Publishing Ventures.

After earning Joel's trust over many lunches, they bought his company, including the Hills-

boro (Kansas) Free Press and a book publishing company.

Fast-forward a few years and probably more than a few late nights, Kansas Publishing Ventures covers three bordering counties in south-central Kansas — Harvey, Marion and McPherson. They have four weekly newspapers, a book publishing company, a custom printing and promotional products business and a tech services division.

See HONORS on Page 5

## Viers offers free InDesign webinar March 31

Russell Viers is offering a free webinar on time-saving tips when using InDesign at 10 a.m. on March 31.

The hour-long Zoom meeting will be on Digiversity.tv LIVE in a special presentation just for community newspapers.

[Click here](#) to register.

“When I work on a project,” Viers said, “I want to get it done as quickly as possible, without compromising quality. I have bags of tricks and tips to work faster, and smarter, and I want

to share some of my favorites with you.”

Viers will focus on:

- How to quickly clean up, edit and format those rows of tabbed text that can be messy.
- How to reduce spell-check time by creating, and sharing, your user dictionary.
- How to create and manage grids of frames for images and text, and how to save them for quick access to reuse later on.
- Fun image management tips, perfect for the person who takes lots of digital photos.

# Newspapers are still not dead, but it won't stop the naysayers

It's late as I write this column, just around midnight. There's nothing unusual about that. I tend to write my columns, stories, and books late in the evening. Apparently, that's not the norm for most famous writers in history. Maybe I should take a clue from them. Most famous writers, it seems, were like Ernest Hemingway, waking up as soon as – or before – the sun came up to write while their creative juices flowed, and no one was around to disturb them.



**Kevin Slimp**

Everyone seems to know I'm a night owl – my phone buzzes with text messages and calls well into the wee hours of the morning. Two nights ago, I received more than a dozen messages asking if I had watched the story about newspapers on 60 Minutes. I responded to the first three or four with something like, "I'm sure it's the same 'Newspapers are Dead' story 60 Minutes does every year or two," then finally gave in to the hysteria and watched Jon Wertheim repeat pretty much the same story Mike Wallace, Harry Reasoner, and Morley Safer recited beginning back in 2010 or so.

Yes, it was the same story. Different players, different cities, but the same story.

I posted something about it on LinkedIn, which seems to be the safest place to post things. I once wrote if I were holding a party and didn't want anyone to attend, I'd send out the invitations on LinkedIn.

Low and behold, as of yesterday, more than 2,000 LinkedIn users, mostly newspaper-related folks, had read

my post. A lot of them responded to it, and a bunch responded with "You're my hero," "Attaboy," and similar sentiments. Surprisingly, I've only received one "You're so naive" comment. I suppose that group spends more time on Snapchat than LinkedIn.

I reminded that writer that I wasn't really in the mood for a debate, but if she

wanted to place a bet, she'd be wise not to bet against me. So far, I've won every bet I've made about the future of newspapers, beginning with my now-famous bet with a university dean who asked if I thought there would be a single newspaper left in America by 2018. I said there would be. He said he believed there wouldn't be – not one newspaper left.

I suppose I could have been more tactful, but I was younger then. My response was, "I believe that might be the dumbest thing I've ever heard." When asked why I felt that way, I answered, "Because if there's not one, I'll start one and make a fortune."

That conversation was in 2008. I keep meaning to have a shirt made with "I was right" in big letters on the back.

By now, I probably shouldn't be surprised that there are still a lot of newspapers doing just fine. Soon I'll be leading a webinar on Basic InDesign, a topic I must have taught several hundred times over the years. You might be surprised to know there's a big crowd registered for the class. I guess the newspapers sending these folks to my class plan to be around a while longer.

Next week, I'll be in Michigan for most of the week, training a weekly newspaper staff there. It would be a shame to go to all that trouble of flying from Knoxville

---

**I've won every bet I've made about the future of newspapers, beginning with my now-famous bet with a university dean who asked if I thought there would be a single newspaper left in America by 2018. I said there would be. He said there would not be one newspaper left.**

---

to Detroit, driving a rental car for two hours, then spending three days with the newspaper staff just to watch them go out of business after I leave. I guess the same is true of the conventions I'll be speaking at over the coming months.

If there were three of me, I would head down to Chattanooga, where the paper is being converted to a Sunday-only print edition and start a twice-weekly community paper.

Unfortunately, I already own a few businesses, and I'm pretty sure I'd have to give up the little sleep I get to start another.

I'd be willing to make another wager – that some industrious journalists will create a new paper in Chattanooga.

That reminds me a lot of the prediction

## 2021-2022 KPA BOARD

**Robin Clasen Wunderlich**

President

Eureka Herald

news@eurekaheald.com

**David Allen Seaton**

First Vice President

Cowley CourierTraveler

daseaton@ctnewsline.com

**Tim Stauffer**

Second Vice President

and Treasurer

Iola Register

tim.stauffer@iolaregister.com

**Joey Young**

Past President

The Clarion, Newton Now

joey@kspublishingventures.com

**Nickole Byers**

Northwest District Director

Ellis Review, Western World

review@gbta.net

**Jeff Cott**

Legislative Director

Derby Informer

jeff@derbyinformer.com

**Dale Hogg**

Southwest District Director

Great Bend Tribune

dhogg@gbtribune.com

**Chad Lawhorn**

President's Appointment

Lawrence Journal-World

clawhorn@ljworld.com



See SLIMP on Page 3

# Best ad campaigns start with the right question

One of the most important questions you can ask an advertising client is, "Would you mind showing me around?"

Think about it. When you have a conversation in a client's office, you get a filtered version of that person's business. There's a



**John Foust**

good chance that many of his or her comments have been rehearsed, because those same questions have been asked by other salespeople.

Across-the-desk conversations are fine for gathering general advertising information, but when it comes to idea generation, it's a

good strategy to leave the office and take a tour. You'll be surprised at the things you'll see and hear that can spark ad ideas.

During my ad agency days, I remember talking to a residential real estate developer who repeatedly told me that his company's greatest strength was "attention to details." When I asked for examples, he talked in vague terms about good products, good design and good craftsmanship. There was nothing specific, nothing that provoked an idea for his advertising.

Obviously, he was repeating the same

talking points he had given dozens of times. So, I asked if he would mind showing me around the subdivision in which his crews were working. He eagerly agreed – and we made the short trip to a job site.

When he was surrounded by specifics, he began to talk in specifics. He explained

why his bannisters and kitchen cabinets and finish nails and hardwood floors were better than those in other houses. He showed me how they were marking certain trees for saving. He showed me why their energy efficient features exceeded the going standards for that time.

My head was swimming with ideas – ad concepts I couldn't have gotten from a conversation in his office. The end result was a campaign which featured a lot of photographs, evidence of the "attention to detail" which meant so much to him. The tour made that claim come to life on the printed page.

"Would you mind showing me around?" That question can be worth its weight in ideas.

If your schedule doesn't allow time for lengthy tours, a simple walk-through can be helpful. Or you can ask to see photographs and product diagrams.

Almost anything that gets clients away from their standard talking points can help you gain a better understanding of their businesses and their customers.

This strategy has a couple of important benefits.

First – as long as you are completely sincere in your interest – you will provide your clients with the chance to talk about one of their favorite subjects: how their products are designed, made, stored, distributed or sold. This can strengthen your rapport and give you a solid foundation for

future conversations. From then on, you'll share some common knowledge about their business operation.

Second, you'll find a ton of ad possibilities. Ideas are out there. This gives you a practical way to look for them.

Sometimes the right ad campaign starts with the right question. Just think of it as "attention to detail."

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

(c) Copyright 2022 by John Foust. All rights reserved.

## Slimp

Continued from Page 2

I made after a 60 Minutes report nine years ago, proclaiming newspapers dead following the announcement that the New Orleans Times-Picayune would be moving away from the daily printed format.

A group of business leaders in New Orleans acquired my services to get the Times-Picayune to change its mind.

I recently found an email exchange from those days and giggled when I read some-

thing I wrote to the group.

"Don't worry. I'm guessing the Advocate, from Baton Rouge, won't waste any time coming down to New Orleans and creating a new daily paper."

They were thrilled when I turned out to be right.

I'm not sure how I'll fit that on a T-shirt.

**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).

## FEBRUARY KDAN, KCAN WINNERS

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

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

**KDAN** — Scott County Record, one ad for a profit of \$190.

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

**DIRECT AD PLACEMENT** — Hays Daily News, Eureka Herald.

## Create, Sell & Profit



**Ready-to-Use Spec Ads,  
Digital Ad Development Tools,  
Native Advertising Content  
and More to Capture New  
Revenue Opportunities**

Go to [metrocreativeconnection.com](http://metrocreativeconnection.com) now to preview the latest SearchBook®, and see how Metro's spec ads, images, special sections, tools and ideas can help your publication navigate new roads to revenue – in print and online!

## METRO

CREATE. SELL. PROFIT.

Call today for your free trial!

**800-223-1600**

[metrocreativeconnection.com](http://metrocreativeconnection.com)  
[service@metro-email.com](mailto:service@metro-email.com)

# It's time to hike newspaper subscription prices

As we continuously see inflation at work, I quickly realize that we as an industry are probably always the last ones to pass on the increase to our consumers.



**Robin Wunderlich**

We are so used to getting all the puzzle pieces to fit within each edition, that it seems we try to do the same thing with our budget.

Don't get me wrong, every piece of owning/managing a business is a puzzle; but, far too many times we are leery of passing increases on to our subscribers/advertisers.

But we can't keep robbing Peter to pay Paul.

In 2020, we saw our first advertising price increase in at least 12 years. Blame this on a "newbie" learning the ropes, or even fear of losing advertisers.

Regardless of the reason, it was far past time for an increase.

Now, looking at other items, I realized it had been more than two decades since the rack rate increased for our publication. Although rack rates aren't our biggest line

item, I believe it plays a key role in setting our subscription rates.

We have increased subscription rates over the years, but I want our subscribers to feel as though they are getting a "discount" so to speak by subscribing. So after more than 20 years of staying at \$1, we will increase to \$1.25 per copy beginning April 1.

I was ready for kickback from the community, and, to my surprise, I haven't heard any complaints. To be honest, I've had more tell me I should have increased it more. I guess my point of this is: don't let fear of losing advertisers/subscribers get in your way of increasing rates. We have to ensure we can keep our doors open, pay our staff (including COLA and merit raises) and provide a product we can be proud of.

## Continue to network

By now, you all know how I feel about networking. And, although I reach out to fellow publishers constantly to ask random questions, the value of just sharing ideas or discussing random topics

amongst each other is immeasurable.

To get our "unconference" or "nonconference" convention into full swing, join the KPA at Sand Creek Station on Thursday, June 9, for the 3rd Annual KPA 4-Person Golf Scramble. This is purely for fun and bragging rights! Register by April 30 and receive an early-bird discount of \$65 per person.

I'm also hopeful to bring one more activity to our convention this year, but I need feedback from our members.

Past President Joey Young and I are hopeful that we can get a group of KPA members to join us for some bowling following the AOE awards dinner on Friday, June 10.

Please email me at [news@eureka Herald.com](mailto:news@eureka Herald.com) or Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com) to secure a spot at one or both of these events. Even if you don't want to participate in the sporting event on either day, we would love to have the added time to network with you.

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

## Florida bill would end public notices in newspapers

Florida legislators voted last week to send a bill to Gov. Ron DeSantis that would strip Florida's newspapers of revenue from legal notices. It still awaits his signature.

Some lawmakers said the move is a jab at publications that sometimes publish stories and editorials critical of the Republican leadership in Florida.

"The free press here in the free state of Florida isn't reporting what the governor's communications director wants it to report," Sen. Gary Farmer, D-Fort Lauderdale, said during a committee hearing on the bill this week.

Supporters of the measure say it shouldn't be the state's job to force local governments to subsidize newspapers. They say the measure will make notices more widely accessible to Floridians — who may or may not subscribe to a newspaper.

In Florida and in most states, local governments are required by law to publish certain notices in print newspapers or on newspaper websites.

Those notices include updates on government meetings and budgets, code enforcement notifications and hazardous waste disposal notices.

House Bill 7049, which now heads to DeSantis, would eliminate the requirement for local governments to publish those notices in a third-party publication. Instead, governments would be allowed to publish them on a county website.

The measure cleared the Senate 26 to 13, and the House 79 to 40, mostly along party lines. Sen. Jason Brodeur, R-Lake Mary, spoke in favor of the bill, saying governments should direct tax dollars "towards the most vulnerable," and not to companies that make a product that "nobody wants."

But detractors of the measure, including newspaper publishers, say legal notices contain important public information.

Critics also note that under the new bill, the state's legal notices could be strewn across 67 different county websites instead of the centralized clearinghouse run by the Florida Press Association — [Floridapublicnotices.com](http://Floridapublicnotices.com).

"If I wanted to hide something from the public that's required to be noticed, this is exactly the process I would use," said Sen. Jeff Brandes, R-St. Petersburg, during a Senate committee hearing this week. "I would throw it on one of 67 different websites."

The push for this year's bill came less than three months after changes went into effect from a bill last year that also took aim at the state's legal notices rules. Among other things, that measure, House Bill 35, expanded the number of newspapers eligible to publish legal notices in the hopes of driving down costs for local governments.

It also required all legal notices in the state to be published on [Floridapublicnotices.com](http://Floridapublicnotices.com), the searchable database run by the Florida Press Association.

---

**Supporters of the Florida measure say it isn't the state's job to force local governments to subsidize newspapers.**

---



Staff members of Harvey County Now, formerly Newton Now, include Wendy Nugent, Bruce Behmyer and Adam Strunk.

## Honors

Continued from Page 1

Serving their communities and making connections is what drives everyone at Kansas Publishing Ventures.

Joey Young said, “We often have ‘Beer Friday,’ around 3:45 to 4 p.m., once people are mostly done for the week, we crack a cool one ... and talk about ideas. Sometimes people from the community come by and join us.”

It was one of those sessions that birthed the “Blues, Brews and Barbecue” event that now draws over 1,000 people annually for three bands, lots of craft beer (including the event beer, “Off the Record Ale,” brewed in conjunction with a local brewery) and food trucks.

Hosting forums for their community to get to know the local candidates has been another way to connect and give voice to community concerns. If people in the community can’t attend, they always have a reporter who covers the event like any news story, and the coverage is printed online and in the paper.

COVID really hit them hard — shutting down their offices and handing them a 40 percent decrease in revenue at its worst. Still, innovation kept them going. They gave away advertising to local businesses who were hurting — free listings for new hours, doing only online business, in-store pick-up — whatever they could do to help their community to weather the pain.

They asked companies who weren’t as affected by the pandemic to sponsor the listings if they could, and lawyers and remote

### About the E&P recognition

Each year, [Editor & Publisher magazine](#) cites 10 news organizations that “do it right.”

This year’s honorees besides Kansas Publishing Ventures were Cimarron Valley Publishers (Cushing, Okla.), Community Journals (Greenville, S.C.), Las Vegas Review-Journal, Mariposa (Calif.) Gazette, Honolulu Star-Advertiser, Pioneer Publishing (Omaha, Neb.), Salt Lake Tribune, Atlanta Journal-Constitution and The Nashville Tennessean.

businesses stepped up to help their neighbors.

For Young, this was putting their mission into action: “We are a small business in this community just like they are, and we wanted to show we had their backs.”

Even though the communities they support are small, Kansas Publishing Ventures is growing.

KPV has grown Harvey County Now to 4,000 subscribers with a hard paywall and is now focusing on growing the McPherson News-Ledger from its circulation of 1,700.

The Hillsboro Free Press is a free paper that delivers to approximately 5,500 by mail and carrier in Marion County. They also rack copies in bulk in areas of the county where it doesn’t make sense to mail.

They have websites and a social media presence, but they focus on engagement and conversion to paid readers.

“We have walked neighborhoods as a staff to sample the paper and encourage signups. Everyone is in circulation ...” Joey Young said.

## KPA STAFF

### Emily Bradbury

Executive Director,  
Member Services Director  
ebradbury@kspress.com  
(785) 213-8524

### Judy Beach

Bookkeeper  
jbeach@kspress.com

### Amber Jackson

Advertising Director  
ajackson@kspress.com

### Lori Jackson

Administrative Assistant/Advertising  
ljackson@kspress.com

### Emma Platt

Office Intern  
eplatt@kspress.com

## KPA CONSULTANTS

### Doug Anstaett

Consultant  
Editor, Kansas Publisher  
danstaett@kspress.com  
(785) 249-1108

### Max Kautsch

Legal Hotline, Media Law  
(785) 393-5520  
maxk@kautschlaw.com

### Mike Kautsch

Media Law  
Director,  
Kansas First Amendment Institute  
mike.kautsch@lexluminallc.com

## FRIENDS OF KPA

### Ron Keefover

Retired, Kansas Court System  
ronkeefover@gmail.com  
(for questions on cameras in the courtroom and KORA-KOMA as it relates to the court system)

### Allison Mazzei

President  
Kansas Association of Broadcasters  
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](mailto:dcnewstimes@outlook.com) (785) 366-6186

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

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

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

## NEWS

**NEW! 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 a 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.

**NEW! EDUCATION REPORTER** – If you're a journalist who can uncover the stories where education policy and people collide, and bring those stories to life, we want you to apply to be the Education Reporter at The Wichita Beacon. Join our passionate team of journalists and growing newsroom covering Wichita and south central Kansas. Read more here.

**REPORTER** – The Salina Journal/[salina.com](http://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](mailto: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](mailto:jeff@derbyinformer.com). Derby Informer Inc. is an EOE

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

**NEWS EDITOR** – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a News Editor who can build sources and dive

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

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

**JOURNALIST WANTED** – The Wichita Business Journal is searching for a reporter who can build a list of strong sources, break news, write sophisticated and impactful cover stories and own their beats. Candidates should be able to mine data for stories, use social media as a reporting tool and make connections with the Wichita business community. This person will relish the opportunity to scoop the competition daily, online and in print. The Wichita Business Journal is an award-winning, highly respected source of business news in Wichita and south-central Kansas. The WBJ and its 40+ sister publications are part of American City Business Journals, the No. 1 source for local business news in the nation. Send resumes to [broy@bizjournals.com](mailto:broy@bizjournals.com).

**REPORTER** – A duo of legacy newspapers located

## MARKETPLACE/CONT. FROM PAGE 6

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

**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.

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

### PRINTING OPTIONS

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

### NEWSPAPERS FOR SALE

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

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

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

# Public must do its part to promote ‘sunshine’

It’s been a grueling two years. The time has come for a hearty dose of sunshine. There could be no better time to be observing National Sunshine Week, a time for citizens and elected officials alike to recommit themselves to the ideals of open government.

National Sunshine Week is March 13 through 19. The week is a joint effort between the American Society of News Editors, the Reporters Committee on Freedom of the Press and the various associations that promote open government across the nation, including the Kansas Press Association, the Kansas Association of Broadcasters and the Kansas Coalition for Open Government (formerly the Kansas Sunshine Coalition for Open Government).

Why should Kansans care about this?

Because although public officials often talk a good line on transparency when running for office, when it comes time to walk the walk in Topeka or Washington, D.C., they hide behind a myriad of excuses for why secrecy is preferable.

Here are just a few of the excuses we hear almost every year at the Kansas Statehouse:

We can’t have frank discussions about the issues when the press is breathing down our necks.

We can’t record all committee votes because they will be used against us in the next election.

We can’t have a hearing on every bill filed or we’d be here forever.

We can’t get the best results legislatively unless we use procedures such as “gut and go” and bill bundling to break logjams.

And the latest: We can’t accommodate you because we have limited space and, subsequently, need to ban you from the Senate floor.

Do you detect a recurring theme here?

“Can’t” seems to be the stock answer to every attempt to open up the political process.

It would be far more productive to discover ways to instead say “yes we can.”



Emily Bradbury



Allison Mazzei



Doug Anstaett

The 450 newspaper and broadcast station members of KPA and KAB try to do their part to make sure public bodies are following the law, but they could use your help. Citizens who take their participatory form of government seriously can provide effective oversight when they attend meetings, seek records or observe their public officials in action.

Our system of self-government is rather unique in the world, but it places a premium on an informed citizenry to make it work properly. You may wonder how you can help.

Do your local public bodies give proper notice of their meetings, well in advance so the public can attend?

When they do meet, do they discuss policy issues in public or do they seem to have their minds made up when the meeting begins, as if they’ve ironed out all the wrinkles in advance and behind closed doors?

Do they abuse the closed session exceptions to the Kansas Open Meetings Act (KOMA)?

And does it ever appear the body has voted outside the public meeting room, which is illegal?

If you observe any of the above, contact your local journalist and tell a staff member what you have observed. Or you might consider writing a letter to the editor.

Those who like to work in secret prefer not to be called out in public for their transgressions.

KOMA and the Kansas Open Records Act (KORA) require that meetings and

records of public bodies be open to the public.

While some elected and appointed officials often carry out their duties lawfully, there are some who don’t believe they owe the public anything, that they can meet when they want, where they want, sometimes without telling their constituents about it at all. Others believe they can

charge exorbitant rates for access to public records.

When you attend meetings, seek public records and question those in authority about how they are conducting themselves, you are doing your part to help keep government open, accessible and accountable.

“Sunshine” is a perfect description of how government should operate. It means that the public’s business is discussed thoroughly in public, with the public’s participation, and it means decisions are never made behind closed doors.

Please join us in making sure meetings and records remain open to the public and that our government officials not only understand the law, but follow it.

For more information about the Kansas Coalition for Open Government, go to [www.kcog.us](http://www.kcog.us).

**Emily Bradbury** is co-president, Kansas Coalition for Open Government, and executive director of the Kansas Press Association.

**Allison Mazzei** is co-president, Kansas Coalition for Open Government, and president of the Kansas Association of Broadcasters.

**Doug Anstaett** is a current board member of the Kansas Coalition for Open Government and consultant to the Kansas Press Association.

□

This article appeared Tuesday in the *Kansas Reflector* at [kansasreflector.com](http://kansasreflector.com).

## Join us for annual KPA golf scramble in Newton

Want to have some fun on the opening day of the Kansas Press Association annual meeting?

Join us for a golf scramble at the Sand Creek Station Golf Club in Newton.

[Click here](#) to view the flyer with all the details.

Email Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com) to sign up.



### THIS MONTH’S QUESTION

Q. How do I submit a nomination for the Hall of Fame or the KPA special awards?

A. Do you know someone who deserves to be inducted into the Kansas Newspaper or Photojournalism Hall of Fame, Gaston Outstanding Mentor Award or the Clyde M. Reed Master Editor Award? Submissions are now being accepted for the Class of 2022. Nominations are due May 1 and may be submitted using our [online form located here](#).