

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MARCH 17, 2021

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Southeast Kansas newspaper bought by Larry and Sharon Hiatt.

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Emily Bradbury says the KPA board took into account a number of factors in deciding to go virtual again in 2021.

## KPA CALENDAR

### MARCH 26

Sunflower State Spelling Bee. It is a virtual event.

### APRIL 1

Inaugural Kansas Civic Games. It will be a virtual event.

### MAY 20-21

Kansas Press Association annual convention, conducted virtually in cooperation with the Colorado Press Association. [Take our survey.](#)

### JUNE 10

KPA golf at Sand Creek Station, Newton, See Page 5 for other details.



*While the 2021 Kansas Press Association annual convention will be virtual again this year, the golf tournament will go on as planned on June 10 at Sand Creek Station in Newton. The winners last year representing the Eureka Herald included (from left) Paige Blakley, Melissa Meeker, Robin Wunderlich and Lexie Biering. See ad on Page 5 for details.*

## Board opts for virtual KPA convention

### *Kansas, Colorado press associations plan joint educational sessions*

The continuing threat of the COVID-19 virus has resulted in a decision by the Kansas Press Association Board of Directors to again have a virtual convention in 2021.

The new twist is that significant parts of the convention on May 20-21 will be conducted in cooperation with the Colorado Press Association.

Emily Bradbury, KPA executive director, will be working on plans for the joint sessions along with the CPA executive director.

“While this is not where we thought we would

be by this time, we think this is the right decision and it allows us to have a joint meeting with another state, something several others have been moving toward in recent years,” she said.

More details will be forthcoming as the plans materialize, Bradbury added.

To help us plan the session for convention, [click here](#) to fill out a quick survey.

Columns in today’s Publisher by Bradbury and Joey Young, 2020-21 KPA board president, go into how those difficult decisions were made.

## The Legislature giveth ... and it taketh

**By Doug Anstaett, KPA consultant and lobbyist**

If you deal with the Kansas Legislature for any length of time, you cannot help but wonder about the inconsistencies and contradictions that often mark a legislative session.

Take this week, for instance. The same Kansas House of Representatives that had just voted to tie the hands of Gov. Laura Kelly on her response to the COVID-19 pandemic nonetheless voted

against a sweeping provision on Tuesday that would have ordered public schools back into session in about 10 days.

The same goes for the issues we face on transparency and public notices.

Even though legislators frequently badmouth newspapers, they often are inconsistent in how

See SESSION on Page 5

# Adobe announcement forces long-term decision about fonts

“Out with the old and in with the new!” We’ve all said it, and the idea of replacing outdated technology with something new is sometimes exciting, sometimes frightening. Keeping up with technology comes with a cost, however, and one of those costs is letting go of familiar, albeit antiquated, tools.

In 1994, I stood in front of an audience in Nashville and announced the Syquest drive would soon give way to the smaller, less expensive Zip drive. The group almost laughed me out of the convention ballroom.

How many Mac users remember the SCSI interface? For that matter, how many PC users remember the parallel port? Does anyone remember the Apple FriendlyNet? Be careful before admitting it. You’re bound to age yourself.

Like many, I screamed (metaphorically) at the top of my lungs when it was announced that FireWire was going the way of the Syquest. How would we connect our external hard drives? Certainly not with USB.

My latest computer, a Macbook Pro, came with four ports, all the USB-C variety. How was I supposed to connect four external hard drives, three monitors, and all the other devices connected to my earlier computer?

Who knew we wouldn’t need cables much longer? The new \$28 speaker that arrived on my doorstep today is wireless. At the same time, it’s clearer and louder than the wired speakers I paid more than \$200 for six years ago.

So, when GXpress managing editor Peter Coleman wrote to me all the way from Australia and asked if I would be writing something about Adobe’s recent announcement concerning Type 1 fonts, I felt like I was back in front of that convention audience in Nashville.

Yes, Peter, it’s true. Type 1 fonts are on their way out ... at least as far as Adobe is concerned. Say it ain’t so, Adobe!



Kevin Slimp

OK, hang on. It’s not that bad. Remember VGA ports? What about DVD drives? We all thought Apple had lost its senses when they removed DVD drives. How would we install software?

Don’t panic. You’ve got until 2023 to figure out what you’re going to do about fonts. I wouldn’t wait that long, however, if it were me.

Beginning in January 2023, Type 1 fonts will no longer appear in Adobe font menus, nor will they operate in Adobe software. Existing Type 1 fonts in documents will appear as “missing fonts” when you open a document.

The good news is that fonts embedded into your PDF and EPS files are safe. They will still work when placed on a page in InDesign. However, don’t try to open them in Illustrator or Photoshop for editing. You’ll be welcomed with that same “missing fonts” error.

My advice:

- Start planning now. Don’t wait. Make a long-term plan for dealing with Type 1 issues in your documents. Some Adobe products, including InDesign, now remind you that you have Type 1 fonts when opening documents. It’s a regular occurrence on my screen.

- Keep track of the Type 1 fonts used in your workflow. When a message comes up, reminding you that you’re using a Type 1 font, take note. Within a few weeks, you should have a good idea of which fonts will need to be replaced.

- Make a plan right away. Determine what to do about documents with Type 1 fonts. Your

templates will require tweaking. Two years – well, less than two years now – will pass before you know it.

- Consider a redesign. It’s the perfect time to create new templates, while you are replacing fonts.

- Begin replacing fonts. Can’t live without Palatino? You’d better find an OpenType version of the font before 2023 arrives.

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# Here's how to make your ads more appealing

Once an ad's graphic design attracts readers' eyes, it has to say something of value. Otherwise, readers will skip the ad and miss the message completely.

Here are a dozen copywriting tips to gain and hold attention:



**John Foust**

**1. Don't try to appeal to everyone.**

Every large group (newspaper readers, for example) is composed of smaller groups (homeowners, parents, accountants, etc.). When you clearly define a specific target audience, you'll be able to tailor the advertising to fit their needs.

**2. Make the headline sell.** According to research, four out of five people don't read beyond an ad's headline. This means the headline has to do a lot of the heavy lifting. Its primary purpose is to convince readers to keep reading to learn more about the product being advertised.

**3. Give relevant information.** Before they make buying decisions, consumers need to know the answers to several key questions: who, what, when, where, why and how much does it cost?

**4. Use simple language.** Readers lose

interest when they encounter complicated terminology or long explanations. When that happens, they turn the page or click the button – and the advertiser loses. It's best to keep things simple.

**5. Say or imply "you."** Readers care more about themselves than about anyone else. That's human nature. And that's why the focus should always be on the consumer, not the advertiser. "How you can save on your heating bill" is a better message than "How we cut heating bills."

**6. Use product benefits to appeal to readers' self-interest.** This is a sensible way to keep the focus on "you." People don't buy features, they buy benefits. They don't buy products, they buy what those products can do for them.

**7. Don't exaggerate.** Advertisers lose credibility with words like "unbelievable," "fantastic" and "incredible." Consumers simply don't believe that kind of puffery. And they are likely to disbelieve everything else those advertisers say, even if some of those things are true.

**8. Don't make unsubstantiated claims.** When advertisers say their products have certain attributes or accomplish certain results, they should support those statements with evidence. That could be in the form of data, examples or testimonials.

**9. Limit exclamation marks.** One sign of weak writing is the overuse of exclamation marks.

If numerous sentences require special punctuation to sound important, it would have been better to use more important words instead. Take a look at national advertising, and you may not see any exclamation marks at all.

**10. Don't criticize the competition.** When an advertiser blasts competitors, it looks like sour grapes. Comparisons are much more believable. Some ads even feature charts with point-by-point comparisons of specific features.

**11. Create urgency.** If you're running a response ad (as opposed to an image ad), give people a reason to buy immediately. Is inventory limited? Will the offer expire soon?

**12. Ask readers to take specific action.** What do you want people to do when they finish reading an ad? Stop by the store today? Call for information? Place their orders now? Don't make them guess. Tell them.

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

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## Slimp

Continued from Page 2

If you're using Adobe products, and who among us isn't, there are plenty of fonts to choose from in the Creative Cloud font library. That gives you a good place to begin. If you've purchased Type 1 fonts from Adobe and other foundries, contact them to learn if there's an upgrade path to OpenType versions of the same fonts.

I suspect this could speed the move of some newspapers away from Adobe to other software options. Hundreds of newspapers have attended my recent Affinity webinars, and most say they're considering a move away from Adobe software in the near future.

I'm not recommending a move from Adobe software. But if you are considering

a move to Affinity or something else, now is a good time to look seriously at your options. Let's face it, if you're replacing fonts and redesigning your templates, now might be the proper time to have a discussion about software.

It's not the end of the world. The worst-case scenario is we have to spend a few hundred (or a few thousand) dollars and replace a few fonts. But like the move from Ethernet cables to wireless networks, the move away from Type 1 fonts has been a long time coming.

Gather your staff together. Consider your options and make a long-term plan. You've got a little more than a year. Don't be surprised when 2023 arrives.

**Kevin Slimp** is a speaker and trainer in the newspaper industry.

He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).



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# So you think we're a monolith? Guess again

**W**e, the media, are oftentimes treated as a monolith. One singular hive mind, Borg-like (What? I like "Star Trek" – look it up) in our thoughts and ambitions.

We all know the typical tropes: we are liberal, we hate capitalism, we meet a few times a year underground to plot how to destroy the conservative movement and work with the "Deep State," you know, all the hits.



**Joey Young**

The truth is though, we aren't anywhere close to this perception at all. If we were, the debate to have the 2021 Annual Kansas Press Association Convention in person, with or without masks, or online in conjunction with Colorado wouldn't have been such a tough decision.

If we were the monolith that the country often perceives us to be, the decision would have been simple, and we would have all agreed easily.

The funny thing is, that isn't what happened, and it's not really close. The KPA Board of Directors had some decisions to make this past meeting. The 2021 convention was right around the corner, and we needed to let the nice man (he really is a good dude) at the Meridian Center in Newton know if we were planning on postponing, canceling or going forward with the convention as planned.

There were a lot of issues to consider:

How many of our members are vaccinated or will be by then, how many will feel comfortable meeting in person, how many are willing to wear masks while in public, how many would we need to show up to not lose our shorts financially, so on and so forth, and that is way before you consider if Harvey County would even allow us to have the convention in the first place.

Harvey County is under an order to not allow any gatherings of more than 50 people. Since my newspaper covers Harvey County, I have a fairly good idea of what is happening, and I honestly couldn't tell you if that order would be lifted by convention or not.

The opportunity to do another digital convention, this time in conjunction with Colorado, was also on the table. Generally, we wouldn't have this many options, but 2021 is still looking a lot like 2020, despite what its marketing would tell you.

Regardless, many of you who are reading this likely read my announcement. Through great debate, we narrowly landed on doing a digital convention in conjunction with our friends to the west. It was a tough decision and one that I didn't enjoy voting for, as the convention was supposed to be in Newton and would be a good thing for my local economy.

I don't want to completely rehash the debate – who was in favor of what or the

talking points – but it did strike me that if we were just some liberal, Borg-like hive mind, the conversation about having it digitally would have been a simple one.

We, the Kansas media, are made up of a lot of different people from different backgrounds and different perspectives. Some of us are religious; others aren't. We have conservatives and liberal-leaning members as well. There are folks who

grew up in the business and those of us (myself included) who are newer to owning and operating a publishing company.

We are a varied group of people who all make up one organization with the goal of furthering journalism in this state.

I would argue we should do a better job of embracing this reality instead of the one written by others. I appreciate the different perspectives throughout the state and hope we can continue to grow the organization in 2021.

My hope is, eventually, I will get to hang out with many of you in Newton, drink a few beers, chat and banter, and do it all without worrying about much of what we have the last year or so. Until then, though, remember we are doing the best we can out here, and we are all doing what we can to further the cause together – despite our differences in opinion.

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

## NEWS BRIEFS

### Teams to compete in debut for Kansas Civics Games

**T**welve teams will compete in the inaugural Kansas Civics Games on April 1.

The competition is sponsored by the Kansas Press Association, Kansas Newspaper Foundation, Kansas National Education Association and the League of Women Voters. It will be conducted in its first year as a virtual event.

The 12 teams include Bishop Seabury Academy, Burlington High School, El-linwood High School, Fredonia Jr./Sr. High School, Kingman High School, Salina South High School, Seaman High School, Shawnee Mission Northwest, Sunrise Christian Academy, Troy High School, Wellsville

High School and Wheatland High School.

A prize of \$1,000 will be awarded for each winning team member for post-secondary training or concurrent post-secondary training to the institution of their choice courtesy of the Ruth Garvey Fink Bill of Rights Fund within the KNF.

### Nominations accepted for special KPA awards

**D**o you know someone who deserves to be recognized for their special contributions to the newspaper industry?

Do you know of someone who has positively affected your career by serving as your mentor?

Nominations for some of the Kansas

Press Association's most prestigious awards are now open and will close on April 1.

If you would like to nominate someone to the Kansas Newspaper Hall of Fame, for the Clyde M. Reed Jr. Master Editor Award or for the Gaston Outstanding Mentor Award, please [use this form](#) to start the process.

You'll be asked to provide letters of recommendation with your nomination.

To qualify for induction into the Hall of Fame, nominees must have served at least 25 years in Kansas as a journalist, educator, publisher or with a wire service.

Qualifications for the Gaston award include developing or educating journalists in Kansas.

The Reed Award is based on outstanding career achievements in journalism.

# Legislature

Continued from Page 1

they deal with our issues when crunch time comes.

For instance, we are on the cusp of a loss on a small public notice bill at the same time the Legislature is adding more public notice requirements in other areas.

HB 2112, which we blocked last year with help from the pandemic, is likely to pass the Senate soon after passing the House earlier. It would allow self-storage unit owners the “option” to publicize lien sales in either a newspaper of general circulation or another “commercially reasonable manner,” which remains mostly undefined.

Yet, on other bills, from those dealing

with local budgets, auto sales, community improvement districts and urban electric transmission lines, legislators have proposed adding a new newspaper public notice.

Another bill we have supported, HB 2297, would strengthen existing language on the publication of constitutional amendments and provide for funding of those publications in a newspaper in each of the 105 counties in Kansas. We worked with staff members of the Kansas Secretary of State’s Office on the bill.

They backed off after we objected to the original language that would have reduced the number of newspapers receiving the constitutional amendment notices; likewise, we supported their effort to move payment for those notices from their budget to the State General Fund.

A number of proposed constitutional amendments have been proposed this session, including ones amending the Kansas Constitution on abortion, wind turbines, all-terrain vehicles and county home rule.

We often find ourselves dealing with “strange bedfellows” in Topeka, legislators or other lobbyists who might oppose us on some issues but stand with us on others.

We both end up having to hold our noses, but the end result more often than not is good public policy.

Oh, and that pesky HB 2205 that would move all public notices to a government website: it’s likely dead for this session, unless of course one of our adversaries tries to sneak it to another bill late in the session.

We’re keeping our eyes wide open on that one.

## News-Advocate bought by Hiatts; combo planned

Larry and Sharon Hiatt, publishers of the Columbus News-Report, have announced their acquisition of the Cherokee County News-Advocate and SEK Voice from Gannett Co., Inc.

The Cherokee County News-Advocate is published in Baxter Springs.

Both the News Report and the News-Advocate serve Cherokee County and will be combined into the News-Report. The last issue of the News-Advocate will be published Wednesday, March 17.

“We have built a respected newspaper in Columbus and are currently serving many readers in Baxter Springs and the rest of Cherokee County,” Hiatt said. “With our three-times per week publication the intention is to add a news and sports department in Baxter Springs and make the News-Report a more informative and entertaining publication for the entire county.”

The News-Report is the official newspaper of Cherokee County, Columbus, Baxter Springs, Roseland, West Mineral and Scammon.

## Do you have extra time? Make yourself available

Are you a retired or out-of-work advertising salesperson, designer, reporter or publisher that would like to make a few extra dollars by filling in at a local publication when a need arises?

We are often approached by member publications that have the need for a substitute employee due to staff illness or coverage for vacations. If you would you like to sign up to be a part of the KPA Substitute Talent Pool, fill out the [form here](#).

COME GOLF WITH US... SOCIALLY DISTANCED, OF COURSE!

# KPA 4-PERSON GOLF SCRAMBLE

JUNE 10, 2021 • 10 AM  
SAND CREEK STATION, NEWTON

EARLY BIRD UNTIL APRIL 15 FOR \$50 PER PLAYER  
(INCLUDES CART RENTAL AND LUNCH)  
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Email Emily at [ebradbury@kspress.com](mailto:ebradbury@kspress.com) to sign-up.

**There will be prizes, food and fun! You won't want to miss it!**

## MARKETPLACE

Use the information below to review open positions in journalism in Kansas and elsewhere or to find miscellaneous items for sale, including newspapers. For KPA members, the first 35 words are free.

### MANAGEMENT

**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@joplin-globe.com.

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

### NEWSPAPERS FOR SALE

Western Kansas weekly. Solid advertising base. Progressive community with growing population. Inquire through KPA by emailing ebradbury@kspress.com.

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing ebradbury@kspress.com. (6-14)

### NEWS

Help us write the future. Times-Sentinel Newspapers is looking for a community journalist to help tell our readers stories in our multi-community suburban/rural weekly paper and in our metro monthly paper. We also want somebody who can help us write the next chapter of our story. Help us maintain our tradition of excellent print products while contributing to the development of our online, social media and video presence. Variety is the name of the game, with small-town features, breaking news, city government, arts, and sports. Must know your way around a camera and be comfortable in InDesign and Photoshop. We'll help the right candidate further develop those skills. Ideally, this job will develop into an editor's role. We will consider editor candidates now. Competitive salary and health insurance available. Located just minutes from Wichita. Send resume and work samples to news@tsnews.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

**NEWS REPORTER** – Eagle Radio of Great Bend is seeking a news reporter for its multimedia newsroom, which includes producing content for GreatBendPost.com and on-air. It's an exciting opportunity to join a growing 100% employee-owned company. Exceptional benefits. Salary commensurate with experience. For details, call or email Ron Fields at (785) 656-0980 or rfields@eagleradio.net.

**EDITOR/REPORTER** – Come grow with us! The Community Voice, an award-winning multi-platform bi-weekly publication seeks an Editor/writer to join our team during an exciting chapter of innovation and growth. This individual will lead a small but growing team of journalists with the goal of expanding our relevance, impact and reach. The ideal candidate is a first-rate and creative reporter with expertise in creating content that is relevant to a diverse readership, and must have demonstrable cultural competencies covering communities of diverse backgrounds and issues. This person will report, write and manage reporters. Prior supervisory and content management experience, including work as an editor for a first-class college newspaper, is preferred. This person will work in Wichita, KS. Our coverage area is the state of Kansas and the Kansas City Metro Area. Send resume, cover letter, reference and writing samples to gooch@tcvpub.com.

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

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

**JOURNALIST WANTED** – If you are an eager, hungry journalist with feet planted firmly in both the old-school print as well as the digital and social media worlds, the Great Bend Tribune, a sweepstakes award-winning daily, is looking for you. We need someone in our newsroom with a nose for news and the stories

behind the stories. They must be reliable, accurate while being great communicators comfortable with the diverse platforms used by newspapers today. Job entails beat reporting, updating social media sites, and creating news content the Tribune and its special sections. There will be evening and weekend work. If this fits you and you want to be a part of our news team, please send letter, writing samples, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

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

**REPORTER NEEDED** – now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at dpaxton@nwkans.com, and Steve Haynes at steve.haynes@nwkans.com EOE/M/F/D/V (1-4)

**REPORTER** – The Bartlesville Examiner-Enterprise is looking for a full-time reporter



## MARKETPLACE/CONT. FROM PAGE 6

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

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

**RETAIL ACCOUNT EXECUTIVE** – The Great Bend Tribune is seeking a full-time Retail Account Executive or Sales Team Leader to join their award winning team. This strategic position will be responsible for bringing innovative advertising solutions to local businesses in Central Kansas. The right candidate will be a resourceful, performance-driven professional that has the tenacity to grow sales and market our customers. Computer and presentation skills are required for this position as well as a good driving record and reliable transportation. The ideal candidate will have experience selling both print and digital advertising with a proven track record of delivering meaningful and compelling solutions for clients. He/she must be a team player willing to inspire and be inspired by being part of a dynamic media company focused on customer service. Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use professional selling techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share. Compensation includes a base plus commission with established account list and benefits. To apply send your resume and cover letter to: Mary Hoisington, Great Bend Tri-

bune, 2012 Forest Ave., Great Bend, KS 67530 or email: [mhoisington@gbtribune.com](mailto:mhoisington@gbtribune.com)

### PRODUCTION

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

### PRINTING OPTIONS

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

**WE WANT TO BUY A NEWSPAPER – SELLING YOUR PAPER?** Veteran newspaper couple committed to purchase county seat weekly or twice weekly as owner/operators. Looking for strong community to set down roots and become active citizens and volunteers. If you have a respected publication that you would like to see nurtured and grown for decades to come, give us a call. We are not a chain, nor do we have any desire to become one. We will respect your legacy and are committed to continue the proud tradition of community journalism. It is needed now more than ever. Jamey and D'Anna Honeycutt 918-404-5119 or email [jameyhoneycutt@hotmail.com](mailto:jameyhoneycutt@hotmail.com)

## KPA STAFF

### Emily Bradbury

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

### Judy Beach

Bookkeeper  
[jbeach@kspress.com](mailto:jbeach@kspress.com)

### Amber Jackson

Advertising Director  
[ajackson@kspress.com](mailto:ajackson@kspress.com)

### Lori Jackson

Administrative Assistant/Advertising  
[ljackson@kspress.com](mailto:ljackson@kspress.com)

### Emma Platt

Office Intern  
[eplatt@kspress.com](mailto:eplatt@kspress.com)

## KPA CONSULTANTS

### Doug Anstaett

Consultant, Lobbyist  
Editor, Kansas Publisher  
[danstaeatt@kspress.com](mailto:danstaeatt@kspress.com)  
(785) 249-1108

### Max Kautsch

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

### Mike Kautsch

Media Law  
Director, Kansas Institute  
for Governmental Transparency  
[mike.kautsch@lexluminallc.com](mailto:mike.kautsch@lexluminallc.com)

## FRIENDS OF KPA

### Ron Keefover

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

# Association opts for safety, collaboration with Colorado

I recently read an article about the road to normalcy (or pre-COVID times) and how it will be a process, not an event. There is so much hope and there is a light at the end of the tunnel.



**Emily Bradbury**

Many of us are in the vaccination pipeline, but still others are a few phases away. I feel like we are in a sort of pandemic purgatory.

By now you know of our decision to hold the 2021 KPA Convention virtually.

This was not an easy decision but one that had to take many factors, including health recommendations and financial risk, into consideration.

We appreciate your kind notes of appreciation – most especially from those that disagreed with the outcome.

This was not a decision that we took lightly and definitely one that was not easy.

That being said, we are committed to holding an in-person event later this year.

We want to see you and are more than ready to host our usual “Hot Topics and Cold Brews” session and honor those special award winners and Hall of Fame inductees in the manner they deserve. We cannot wait.

In the meantime, we move forward. We have hosted virtual spelling bees with great success.

We will be holding the 2021 Kansas Civics Games virtually later this month and the 12 participating teams could not be more excited or grateful.

And our first joint conference with Colorado will be one for the books. We hope you plan to join us.

I truly believe this is the beginning of the end and we will be together in-person sooner rather than later.

Until then, we will see you “virtually” soon.

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

## Journal Talks to host discussion on journalism, its changing landscape

The Journal Talks will host “The Changing Landscapes for Local Journalism: Non-profits, For-profits and What It Means for Communities and Democracy” on March 24.

Join Journal managing editor Chris Green and a panel of experts for the livestreamed virtual discussion. The Journal is a publication of the Kansas Leadership Center.

The event will be streamed on Facebook and YouTube from 5 p.m. to 5:45 p.m.

Two digital nonprofit news organizations covering Kansas, The Kansas City Beacon and the Kansas Reflector, launched last year, ushering in a new era of expansion in state and local journalism after years of contraction.


The Reflector, a Topeka-based website, is carving its niche providing coverage of the Kansas Statehouse and offering commentary about statewide issues. The Beacon, founded by former Kansas City Star Reporter Kelsey Ryan, will follow up its initial year with a significant expansion that includes the launch of a Wichita newsroom with its own executive editor and editorial team that will be part of a regional network.

The rise of digital-only nonprofit news organizations in Kansas comes as traditional for-profit media – newspapers, radio stations and even local television news – are struggling: The COVID-sparked recession has all but wiped out an already fragile advertising market that those outlets relied on for revenue. Publishers and media observers worry that many newspapers in Kansas and across the nation may be wiped out, leaving cities and counties without a reliable source for local news and information.

But advocates of the for-profit journalism model, such as Joey Young of Kansas Publishing Ventures, say there is still a viable path for locally owned publications to sell subscriptions and advertising to the local community. Most community news in Kansas is still being produced by for-profit ventures.

The panel will feature Ryan, Young, Bonita Gooch, editor-in-chief, The Community Voice, Jonathan Kealing, Chief Network Officer, Institute for Nonprofit News, and Joel Mathis, Journal correspondent.

For more information on The Journal, visit [klejournal.com](http://klejournal.com). The print edition featuring the story about local journalism can be purchased at the KLC online store.



### THIS MONTH'S QUESTION

Q. I keep seeing results of the 2021 Kansas Press Association Readership Study in the weekly newsletter. It sounds like a study that had a positive result. When will we see the entire report?

A. It was! The KPA staff cannot wait to share the results of the study. We plan to have a webinar soon to release the results with additional tools that members can use with their clients. Stay tuned!

### KPA NETWORK WINNERS FOR FEBRUARY

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in February 2021.

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

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

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

**KCAN** — Rural Messenger, one ad for a profit of \$150.  
**KDAN** — Rural Messenger, five ads for a profit of \$2,260.  
**DIRECT PLACEMENT** — Eureka Herald, Rural Messenger.