

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION APRIL 19, 2023

INSIDE TODAY

PAGE 2

Kevin Slimp has tips on redesign and focus groups.

PAGE 3

John Foust suggests salespeople think of themselves like teachers.

PAGE 4

KPA president David Allen Seaton gets a chance to get outside his comfort zone by selling advertising.

PAGE 8

You need something planned? KPA executive director Emily Bradbury is on it. She writes about her son's high school graduation and the upcoming Kansas Press Association annual convention.

KPA CALENDAR

MAY 19

Ribbon cutting for combined Kansas Media Hall of Fame, 3 p.m., Stauffer Flint Hall, University of Kansas.

JUNE 9-10

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

OCTOBER 2023

President's Gala, where KPA's special awards will be presented, Topeka. Date pending.

TODAY'S QUOTE

“Journalism is to politician as dog is to lamp-post.”
—H.L. Mencken



The winning team at the third annual Kansas Civics Games was from Shawnee Mission Northwest. Team members were (from left): Casen Legreid, Angel Moritz, Kenna Heller and Oscar Ohly.

Team members received a \$4,000 check. Chief Justice Marla Luckert (right) made the presentation. (Photos courtesy of Lisa Taylor, Kansas Judicial Center)

Teams face off at Civics Games

KPA organizes, Judicial Center hosts first in-person competition

The first in-person competition for the Kansas Civics Games attracted 11 teams to a competition April 6 at the Kansas Judicial Center.

The Games are organized under the auspices of the Kansas Press Association and underwritten through contributions from the Kansas National Education Association, the League of Women Voters of Kansas and the Ruth Garvey

Fink Bill of Rights Endowed Fund in the Kansas Newspaper Foundation.

Top finishers in the competition were:

☐ Shawnee Mission Northwest, first place. Team members were Angel Moritz, Casen Legreid, Kenna Heller and Oscar Ohly. The team received a \$4,000 check for its efforts.

☐ Manhattan High School, second place, represented by

Eli Kuntz and Ryan Thien.

☐ Sunrise Christian Academy, third place, represented by William Hoffman, Kelsie Kinniburgh, Kyle Harms and Tristin Klein.

In 2021, the inaugural competition was by Zoom because of COVID considerations. The 2022 competition had to be cancelled.

See CIVICS on Page 4

Eudora Times plans full-time newsroom

Sara Maloney has been selected for a national journalism fellowship that will allow The Eudora Times to become a full-time newsroom starting in August.

Maloney, who has covered education and senior citizens for the Times for the past year, found out Tuesday that she is a recipient of the Poynter-Koch Media and Journalism fellowship.

The competitive program selects early career journalists from around the nation and places

them in newsrooms to help them build skills for long careers in journalism.

Maloney, who graduates with a journalism degree from KU next month, chose The Eudora Times as the host site of her fellowship.

“During the last year, I have found a great passion and love for community journalism and, more specifically, the Eudora community,” Ma-

See EUDORA on Page 5



Participants in Kevin Slimp's presentation at the recent New York Press Association

convention take part in an exercise called "Pass the dice."

Meet and Greet sessions provide advice on redesign, focus groups

I spoke at the New York Press Association (NYPA) Convention recently. Unlike many conventions where I'm the only speaker – or maybe one of two – NYPA has four to six speakers making presentations during each time slot. That means not everyone makes it to one of my sessions during the convention.

As a result, I often found myself involved in conversations with publishers and others who came by my room immediately after a session or approached me during a "meet and greet" to ask for my advice.

The conversations generally begin with something like, "I wasn't able to attend any of your sessions," as if the questioner felt the need to apologize. I tried to assure them that was fine. After all, you can't be everywhere at once.

I met with one publisher who runs a one-person shop. He writes the stories, sells the ads, designs the paper, and pays the bills. I met others who owned several large dailies and weeklies in the state.

Here are some of the things we discussed:

□ The publisher running a newspaper alone brought his paper and asked me to look it over, hoping I could offer a little advice.

I suggested he use a different body font (I believe he was using Minion) and a larger text size. I recommended he use a

10-point Nimrod. I assured him if that was the only change he made, readers would be writing to praise him after the first issue. I also suggested he use smaller borders around photos. Probably a .3 or .4 frame rather than a 1-point border. I knew he had his hands full getting a paper out by himself. I figured that was enough advice for one day.

□ I met with another publisher – who attended my classes with her page designer – for about 30 minutes, and we looked over her newspaper. We discussed several potential improvements. The most important was to put the flag on top of the front page to rest and create a new flag for her newspaper. Redesigning as many newspapers as I do, I've learned people can be protective of their flags, and rightly so.

While newspapers should undergo a redesign every five to seven years, the flag identifies the newspaper and shouldn't be discarded on a whim. However, as was the case with this paper, sometimes a flag looks too outdated and can be a distraction – or even turn off – a reader.

We also discussed the importance of creating a consistent look on each newspaper page.

When our conversation ended, I felt confident they would go home after the conference to begin working on these



Kevin Slimp

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Effective salespeople know what their clients are selling

My wife and I once visited with Rick and Karen, a couple who had served as missionaries overseas.

As part of their work to get involved in the community, Rick was assigned to teach a class at a local school.

“For some reason,” he said, “they wanted me to teach advertising. I had absolutely no experience in advertising, but they requested that subject, because they wanted their students to learn something about business.”

How in the world did he deal with such a big challenge?

“I figured the best way to handle it was to make the class as interactive as possible, so we could learn together,” he explained. “On the first day, I pinned ads from newspapers and magazines to the wall. Then I asked the students to identify what each ad was selling. To put it mildly, it was a lively discussion. All of their other classes had been lectures, and they weren’t accustomed to contributing their ideas in the classroom.”

“They really dove into it, walking around the room, studying the ads. It was interesting to hear their perspectives – and to watch them bounce ideas off each other. From the beginning, the students were attracted to the ads that clearly indicated what they were selling. Along the way, it was surprising to see how many ads were so unclear that none of us could figure out exactly what those particular ads were all about.”

“The conversation progressed from ‘What are these ads selling?’ to ‘What makes some ads better than others?’ That’s when the fun started. They talked about nice-looking photographs and drawings, good headlines, and what types of people

would likely buy the things various ads were selling. Their reaction was so positive that – in the next few class meetings – we went into detail on the things they mentioned.”

Rick said the class was a “wow” experience, and it’s easy to see why. He discovered an excellent way to teach the basics of advertising. The students learned a lot about how businesses promote themselves. “Together, we learned that advertising is not some distant intellectual topic,” he said. “It’s ground-level communication.”



John Foust

The point for us to consider is simple: Are our readers really that much different from the students in that overseas classroom? Aren’t readers also drawn to well-written copy, and compelling photos and illustrations? Of course, they are.

One of the first questions to ask an advertiser is, “What do you want to sell?” If he or she does not provide specific information, the resulting ad or series of ads will not perform well on Rick’s classroom wall or in the paper.

Maybe they have so many products and possible audiences that they need to narrow their focus.

Maybe they don’t realize that effective advertising is more than slapping their logo on the page.

Or maybe no other ad person has talked to them about the value of marketing strategy.

In many ways, selling is teaching. Your client list is your classroom.

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

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THIS MONTH’S QUESTION

Q. I have heard major changes are coming to the U.S. Postal Service. What is the KPA doing to help with this issue?

A. The KPA is part of a consortium of groups that lobby the USPS on behalf of the newspaper industry. That being said, we are also reaching out to our congressional representatives to relay our displeasure with the continual rate increases and asking for clarification on future changes as the USPS is not being very forthcoming with information.

It's refreshing to get out of your comfort zone

I've worked in the newspaper business since about 1995, and well before that if you count internships and college.

As a reporter at fairly-large newspapers, I was kept comfortably walled off from advertising, circulation, marketing and other business-oriented departments.

I found publishers to be scary capitalists to avoid as I carried out my more heroic mission of speaking truth to power and telling meaningful stories. In other words, I really had no idea how a news organization functioned, even though I came from a family full of publishers.



David A. Seaton

So when I returned to Cowley County to work for my dad at Winfield Publishing Co., in 2004, I needed to get schooled in the other departments. Part of that involved ad sales. As I recall, we had a vacancy and I filled in for a bit. I remember the ad director in Arkansas City being impressed at my numbers, but I moved on pretty quickly. At small papers, of course, you do whatever it takes, but for the most part since then I've been able to avoid having to do any direct sales. Until last month.

For reasons I won't detail, we found ourselves down to one full-time and one part-time salesperson. Looking around, the options came down to ... me. Time to get out of my comfort zone and sell some advertising, instead of just complaining about how we don't sell enough of it.

Thankfully, our marketing director kept it simple at first: Help sell the upcoming Spring Home & Auto section. No complicated rates or value-added special deals, plus I had last year's section to show people.

I'd forgotten how good it feels to get a "yes," and how that good feeling disappears quickly, especially when it is followed by a "no."

Our marketing director reminded me what Lloyd Craig, our former general manager, used to say about being rejected. "You're one 'no' closer to a 'yes!'"

I also overheard our part-time sales person tell a customer over the phone, "I love helping people promote their business!" So now I try to use the word "promote" instead of "advertise" or "market." It just sounds more helpful and benign.

After a few days, I found myself thinking obsessively about sales. Every business I drove past made me wonder whether they were a potential customer. I snapped photos of truck decals or yard signs from home or auto-related businesses for possible spec ads.

As the deadline approached, I grew hungrier hoping to hit my (self-imposed) goal. In the end, we added four pages from last year's count. Not bad for being down two salespeople.

OK, this sales gig isn't as bad as I thought.

It's even kinda fun sometimes. What's next? Best of Cowley County online promotional ads. Huh?

This one was more complicated. It involves selling online banner ads to help a business get more people to vote for them in our online reader contest.

Our marketing director had already sold a bunch. She made it sound simple and fun. But only one of my accounts had actually done this before, and explaining it well took some practice. I sold a few, and we finished

with a decent gain.

But there was no time to rest before the next promotion — The Cowley Quarterly. It's one of my favorite special projects, with in-depth local features and more design elements than the regular newspaper.

It's also full color and more widely distributed. Reader feedback has been great, and the CQ just won best magazine for our circulation division in the KPA awards.

So I was relatively excited to sell it. After a million visits, calls and emails, I added a few accounts, but not as many as I'd hoped.

In the meantime, we have this thing called the regular newspaper to sell that really hasn't gotten much of my attention.

A few things I've learned so far in the newspaper sales game:

A "no" does get you closer to a "yes," but it's also closer to another "no."

Things don't always go as expected.

A few customers I figured were a lock to advertise ended up passing. Ouch. Conversely, a few people I contacted almost as an afterthought said "yes." Go figure ...

Always get the proper billing information.

Sales is humbling.

In addition to the routine rejection, going to people who know me as the owner and asking them to advertise ... I mean promote ... their business with us takes me down a notch. (This is a good thing.)

The more you ask, the more you sell.

There's always more to sell ...

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

Civics

Continued from Page 1

Chief Justice Marla Luckert was impressed.

"I was honored to host the first in-person Kansas Civics Games in the Judicial Center earlier this month," she said. "As I told the students that morning, each of us has a duty to be informed, educated civic partners. I was heartened this group of students was fulfilling that commitment by becoming better informed about civics

through the games."

Emily Bradbury, KPA executive director, also was pleased with the games.

"We learned so much from our first in-person Kansas Civics Games. First, the kids are OK, bright and engaged. I am optimistic about our state's future," she said. "Second, the Office of Judicial Administration and our sponsors were the perfect partners for this project. We could not have done it without them.

"Lastly, we are excited to possibly expand this contest next year by using other Kansas Capitol Complex facilities that

will allow even more students to participate. Maybe we will even have National Civics Games based here in Topeka. The possibilities are endless."

Questions in the competition addressed a variety of areas including the U.S. Constitution, responsibilities of U.S. citizens, branches of government, immigration, the U.S. flag, Kansas history and U.S. presidents.

Then, the teams were asked to prepare a presentation on whether the U.S. should designate election day a national holiday to increase voter participation.



KANSAS CIVICS GAMES

Sponsored by the Bill of Rights Fund within the Kansas Newspaper Foundation



(Top) Student participants pose at the Kansas Judicial Center. (Above) A team explains its reasoning on a voter project.

Eudora

Continued from Page 1

loney said. "I wasn't ready to leave behind this newsroom, and I'm so excited to dedicate my full time to it after graduation."

Publisher Teri Finneman said she is thrilled to keep Maloney on the team. The Eudora Times reporters are journalism students at KU who normally leave the newspaper after they graduate.

"Sara cares so much about providing good journalism to Eudora and deserves this amazing opportunity," Finneman said. "We've worked for four years to grow the Times to be nationally recognized as an important model for community journalism."

Maloney, born and raised in Overland Park, is also the co-editor in chief of the University Daily Kansan for the spring



Sara Maloney



Teri Finneman

semester. She found a passion for news when she joined her high school's newspaper staff, and she credits her adviser for helping her find a love for journalism.

Maloney is excited to graduate from KU in May but is thankful for her time as a student journalist.

In her free time, she loves antiquing, shopping for houseplants and going to coffee shops.

"I am incredibly grateful to Poynter and to Dr. Finneman for supporting me in my continued work at the Times," Maloney said. "The opportunities I have had here shaped what it means to do great journalism and help a community receive a service they needed so desperately."

The Times will cost-share the new full-time position that will have Maloney working about 40 hours per week between August 2023 and April 2024.

Finneman said all of the donations and support from the community, Dean Ann Brill and Journalism School alumni the past four years, along with the dedication of the Times' founding reporters Riley Wilson, Lucie Krisman, Cami Koons, Sydney Hoover and Chris Fortune, made it possible for the newspaper to reach this point.

"A newspaper is so important to a local community, and it will be exciting to see how much more The Times can do with more regular staffing," Finneman said. "We need continued support from the community during this new venture to sustain it."

The Times will close from May 1 to June 5 to preserve funding for this new opportunity, although sports editor Jack Denebeim will take photos and video from regional and state spring sports.

Maloney will do a summer internship at the Times in June and July before officially starting her fellowship in August.

Denebeim will also have an internship at The Times this summer and return to the staff in the fall with some other members of the student team.

MARKETPLACE

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

MANAGEMENT

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.

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.

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). dnewstimes@outlook.com (785) 366-6186

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

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

NEWS

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.

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.

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.

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.

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 (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. Derby Informer Inc. is an EOE

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

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

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

MARKETPLACE/CONT. FROM PAGE 6

the email address below advertising@abilene-rc.com

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

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

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

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

EDITOR/REPORTER – Come grow with us! The Community Voice, an award-winning multi-platform bi-weekly publication seeks an Editor/writer to join our team during an exciting chapter of innovation and growth. This individual will lead a small but growing team of journalists with the goal of expanding our relevance, impact and reach. The ideal candidate is a first-rate and creative reporter with expertise in creating content that is relevant to a diverse readership, and must have demonstrable cultural competencies cover-

ing communities of diverse backgrounds and issues. This person will report, write and manage reporters. Prior supervisory and content management experience, including work as an editor for a first-class college newspaper, is preferred. This person will work in Wichita, KS. Our coverage area is the state of Kansas and the Kansas City Metro Area. Send resume, cover letter, reference and writing samples to gooch@tcvpub.com.

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

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

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

ADVERTISING

ADVERTISING SALES MANAGER – The Cowley Courier/Traveler 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

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 ad-

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

PRODUCTION

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

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

PRINTING OPTIONS

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

NEWSPAPERS FOR SALE

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

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

Do you need something planned? I'm on it!

Hi, my name is Emily, and I have a high school senior that will graduate in less than one month.

Am I ready? Yes.

Is he ready? Yes

Could time slow down a bit? Also yes.

Our son, Kyle, has always been social.

A 12-season athlete throughout high school, he has been all about sports and friends.



Emily Bradbury

We call him the heart of our family, as he loves his friends and people well.

He is the prototypical extravert – he draws his energy from people.

Alone too long and he self-admittedly gets

depressed and quickly heads out the door into the world where there are new possibilities around every corner.

It's been a season of planning – a graduation party, the Kansas Civics Games, Kansas Sunflower State Spelling Bee. You name it, we've planned it (or thought about planning it).

I've also been

It's been a season of planning – a graduation party, the Kansas Civics Games, Kansas Sunflower State Spelling Bee. You name it, we've planned it (or thought about planning it).

planning the 2023 KPA Convention. Our schedule is filled with both new, engaging speakers and popular, familiar favorites.

We have fun planned (Trivia Night is back!) and time to sit back and talk amongst ourselves. We will celebrate the 2023 Awards of Excellence and special award winners. But, most importantly, we will be together again.

We know times are tough. Time and money are in short supply these days.

I'm sure it feels like every email from me contains some form of distressing news about the USPS or another outside force acting against our industry.

It can all be too much – I get it. But your fellow members get it too.

Sometimes we can feel very isolated in our struggles.

Few understand what you go through every single day to put out good, quality journalism.

What better way to spend a Friday and Saturday in June than talking with your col-



leagues about the issues facing our industry, learning a few things and then having a few laughs with people in the trenches with you every day?

You may just be revived, rejuvenated and ready to head out the door like a good high school senior, excited to explore the possibilities around every corner.

We hope to see you there

You can find the full schedule and

[register here.](#)

Until next time ...

Emily Bradbury is executive director of the Kansas Press Association.

Slimp

Continued from Page 2

changes.

□ Two owners of larger groups approached me separately. One asked about training for their papers. Where can they find training directed toward newspaper staff, and what training would be most helpful?

Both asked about redesigns. One mentioned it had been a long time since her papers had gone through a redesign process. I suggested there's never a wrong time to begin redesigning a newspaper. You don't have to wait for an expert to guide the process, although that's always helpful when possible. Any newspaper can gather the staff together and begin discussing the most urgent redesign issues and develop ways to start upgrading a publication.

□ Perhaps my favorite conversation while in New York was with Chip Rowe,

editor of The Highlands Current (THC), which was named co-winner of the 2023 "Best Newspaper Award." THC tied with The Times Union of Albany, winning 24 awards at the convention.

I spent three days with Chip two years ago, holding focus groups and meeting with staff members of THC. Chip reminded me of the work we did while I was in his community, meeting with multiple focus groups and offering advice to his staff. He shared that he felt like those focus groups and minutes spent together contributed to the success THC is experiencing.

□ I write a lot about focus groups in my columns and advise most clients to hold focus groups annually. It's always nice to hear that the information garnered from

such gatherings leads to improvements at newspapers.

After leading seven sessions over two days, my body reminded me I'm not as young as I was before COVID, or maybe

I'm just out of practice standing all day.

I returned home, however, as I always seem to from newspaper conferences, refreshed and inspired by the work being done by newspapers of all sizes.

Today's free press is just as important, if not more, than ever.

Any newspaper can gather the staff together and begin discussing the most urgent redesign issues and develop ways to start upgrading ...

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.