

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION APRIL 20, 2022

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## KPA CALENDAR

### JUNE 9-10

Kansas Press Association Annual Convention and golf scramble, Newton.

### OCT. 1

President’s Gala, Newton,

### NOV. 19

Photojournalism Hall of Fame induction, Topeka.

## TODAY’S QUOTE

“Journalists do not have to live by words alone, but sometimes they have to eat them.”

—Adlai Stevenson

## Newspapers get Inland reporter grants

### Winning proposals came from Eureka Herald, Council Grove Republican

The Inland Press Foundation has awarded two Kansas newspapers grants to strengthen their local news reporting.

The grants will go to the Eureka Herald and the Council Grove Republican to add to their reporting staffs.

Inland partnered with the Kansas Press Association to promote the Inland Community News Grants to newspapers in the Wheat State.

Inland launched the program in December

2021 in response to the decline in the number of journalists at daily and non-daily newspapers in the United States.

The number of reporters at U.S. newspapers declined by more than 50 percent in over the last decade. In addition to Kansas, Inland also has launched a similar program in Illinois.

The foundation hopes to expand the grant

See INLAND GRANTS on Page 5



The last traditional convention before the COVID-19 pandemic forced the Kansas Press Association to limit face-to-face meetings was in

February 2019. Above, the Topeka High School drum line warmed up the crowd prior to that year’s President’s Banquet.

## Join us in Newton for AOE, networking

Join us at the Meridian Center in Newton on June 9 and 10 to learn and celebrate together after a long three years apart.

Emily Bradbury, Kansas Press Association executive director, said the event will include discussions on important topics such as innovative solutions for community journalism issues, public notices and why they are essential to both the newspaper and the community and unique circulation ideas, among others.

“We will also gather to celebrate our Awards

of Excellence winners and challenge each other in a quiz bowl-style trivia game,” she said.

Members can download the entire event flyer [here](#) and register for the event [here](#).

Hotel rooms are now limited. Please make room reservations as soon as possible.

You can reserve a room at the Comfort Inn and Suites in Newton for \$135 plus tax (includes buffet breakfast) [here](#).

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# USPS announces periodical rates to increase whopping 8.5 percent

The U.S. Postal Service recently announced it would hike periodicals postage rates an average of 8.5 percent on July 10, disappointing publishers who expected passage of the Postal Service Reform Act to moderate the price increases.

Postmaster General Louis DeJoy said the price increases from the USPS Board of Governors would use the full measure of price increase available from the Postal Regulatory Commission.

He said the reason for the big increases was USPS' continued need for cash to update its vehicle fleet, prepare networks for more packages and make up for losses in earlier years. A small moderation of .3 percent that USPS recognized from the reform bill was offset by rising inflation, postal officials said.

"Our industry that worked for more than a decade to help USPS have received very bad news this week," NNA Chair Brett Wesner, president of Wesner Publications, Cordell, Okla., said. "It is hard to find good news in a pricing release like this, but there are some small bright spots. One is that USPS is finally recognizing the

value of our use of flats trays for newspaper containers by passing along a 3.7 percent increase instead of the nearly 11 percent for mailing sacks. Increases are never welcomed, but recognition that we are doing a lot to be more efficient is some small relief."

Ironically, the price increase was announced on the day President Biden was to sign the Postal Service Reform Act of 2022, which took more than \$50 billion of debt off the USPS balance sheet.

"The Board of Governors has discretion in how much increase it passes along," Wesner said. "We recognize USPS is facing inflation problems – including fuel cost – but it also has not only the relief from PSRA but also \$10 billion in CARES Act money.

"Right now USPS has a much stronger cash flow than many in the industry. The governors could have recognized this situation in such a perilous economy. Unhappily, they did not. Now we look forward to a recalibration of the plans to increase rates again in January. Hopefully, the USPS' new plans for improving operations will begin to show up by then."

## Meeting

Continued from Page 2

There are a few rooms available at the Holiday Inn Express for \$179 plus tax.

To reserve a room at this hotel, please [email Emily](#) as soon as possible.

The Meridian Event Center is located at 1420 E. Broadway Court in Newton, adjacent to the Holiday Inn Express.

Following is the schedule:

### Thursday, June 9, 2022

10 a.m. to 4 p.m. – Golf Tournament.

[Email Emily Bradbury](#) for details.

7 p.m. to 10 p.m. – Hot Topics and Trivia.

### Friday, June 10, 2022

8:30 a.m. – Annual Meeting.

9 a.m. to 10 a.m. – Blooper Breakfast.

10:15 a.m. to 11:45 a.m. – Roundtable Session One.

Community Journalism Training Session One, with Doug Anstaett.

Noon to 1 p.m. – Keynote and Lunch. Revenue & Readership: Rescuing & Reviving Rural Journalism, with Dr. Teri Finneman, University of Kansas.

1:15 p.m. to 3:15 p.m. – Roundtable Session Two.

Community Journalism Training Session Two, with Doug Anstaett.

3:30 p.m. to 5 p.m. – AOE celebration.

## 2021-2022 KPA BOARD

### Robin Clasen Wunderlich

President

Eureka Herald

[news@eurekaheald.com](mailto:news@eurekaheald.com)

### David Allen Seaton

First Vice President

Cowley CourierTraveler

[daseaton@ctnewsonline.com](mailto:daseaton@ctnewsonline.com)

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[tim.stauffer@iolaregister.com](mailto:tim.stauffer@iolaregister.com)

### Joey Young

Past President

The Clarion, Newton Now

[joey@kspublishingventures.com](mailto:joey@kspublishingventures.com)

### Nickole Byers

Northwest District Director

Ellis Review, Western World

[review@gbta.net](mailto:review@gbta.net)

### Jeff Cott

Legislative Director

Derby Informer

[jeff@derbyinformer.com](mailto:jeff@derbyinformer.com)

### Dale Hogg

Southwest District Director

Great Bend Tribune

[dhogg@gbtribune.com](mailto:dhogg@gbtribune.com)

### Chad Lawhorn

President's Appointment

Lawrence Journal-World

[clawhorn@ljworld.com](mailto:clawhorn@ljworld.com)

## Save these important dates in October, November

The Kansas Press Association's 2022 President's Gala is set for Saturday, Oct. 1 at the Meridian Center in Newton.

The event will include Kansas Newspaper Hall of Fame inductions and presentation of the Clyde M. Reed Jr. Master Editor, Gaston Outstanding Mentor, Boyd Community Service and Victor Murdock awards.

Separately, the Kansas Photojournalism Hall of Fame's inaugural class will be inducted Saturday, Nov. 19 in Topeka.

That event is scheduled at The Beacon, a new gathering place that was formerly the Women's Club of Topeka.



# Reach into the past for new advertising ideas

In order to look ahead to a new advertising idea, sometimes it helps to take a look at the past. When an advertiser has been in business for a number of years, there are plenty of possibilities.

Let's take a look at a few idea-starters. Although there's some natural overlap, it helps to examine each one separately:



**John Foust**

**1. Years of experience:** This is a good starting point. You can either talk about the number of years the company has been in operation, or you can emphasize the cumulative years key members have been on the team.

For example, "We have been in business for 75 years," or "Our service team has a total of 312 years of experience."

By themselves, these facts don't mean much – and in fact, could indicate that the company is outdated and out of touch with today's consumers. The secret is to connect an age-related statistic to a specific benefit: "Our service team has 312 years of overall experience. This means we have encountered – and successfully diagnosed – just about every plumbing problem."

This kind of information could become

the main subject of an image ad campaign – or be shortened to be used as a tagline throughout that company's marketing.

**2. Business anniversary:** Of course, any business can celebrate an anniversary, even if it's for one year in operation. An anniversary just means more when it's an impressive number.

Your advertiser could throw a party to celebrate the anniversary of when they opened their doors. They could invite customers to drop by for a slice of birthday cake or have a sale featuring "throwback prices" on selected products.

**3. Archives:** You advertisers may have a wealth of inspiration in their files. Anything that documents the start and growth of a business can spark ideas. Photos can illustrate the construction of branch offices, the history of relationships with existing customers, or the evolution of flagship products.

You might be surprised at what you find: internal newsletters, early brochures on products that became best sellers, maybe even old copies of ads that announced special events.

**4. Profile of founder(s):** A conversation with – or about – the people who started

the company can uncover some fascinating facts. Could one of these tidbits become the theme of an ad?

**5. Then and now (what's changed, what hasn't?):** Think of the "New look, same great taste" label we see on so many packaged goods.

When a company has been around for a long time, change is a consideration. Obviously, some older things have been good enough to keep and some things are newer and better. Those things – both old and new – can be selling points.

Have the advertiser's product lines expanded since the beginning? Are there new locations? New hours?

Does the company still have the customer service focus it had in the beginning? Is that philosophy in a frame – and can it be photographed?

It adds up to this: sometimes, a blast from the past is just what the idea process needs.

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

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## Inductions for Kansas Newspaper, Photojournalism HOF set this fall

The deadline for nominations to the 2022 Kansas Photojournalism Hall of Fame and the Kansas Newspaper Hall of Fame is May 1.

The Kansas Newspaper Hall of Fame induction and presentation of other special awards will take place at the President's Gala on Oct. 1 in Newton.

Because there is much "catching up" to do with the newly announced inaugural class in the Photojournalism Hall of Fame, the first class will be large, necessitating a separate induction ceremony.

That class will be inducted at a special event scheduled for Nov. 19 at The Beacon at 420 S.W. 9th St., just west of the Kansas Statehouse in Topeka.

Send your nominations for both halls by May 1 to Emily Bradbury, Kansas Press Association executive director at [ebradbury@kspress.com](mailto:ebradbury@kspress.com).



### THIS MONTH'S QUESTION

Q. What is Digiversity.tv?

Diversity.tv is the educational webinar platform from KPA favorite Russell Viers. While his topics focus on design, his library of resources expands weekly! Your membership in Digiversity.tv is free and a member benefit of the Kansas Press Association.

If you have not already signed up for the program, you can sign-up here: <https://forms.gle/tqBmRbWQfaejisJS7>.

## Create, Sell & Profit



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

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# 'Unconference' with us in Newton on June 10

The schedule for this year's Kansas Press Association convention is out. As we come "Together Again," we will meet for a day of networking, learn what has worked and/or failed for each



**Robin Wunderlich**

other and celebrate our hard work through these trying times.

To get the convention in full swing, the KPA golf tournament will be held at Sand Creek Station in Newton on Thursday, June 9. This truly is one of my favorite events. Not only is it a sport I truly love, but, it is an event that my father Richard "Dick" Clasen had me tag along for many years ago.

I met many great journalists while attending KPA golf outings. Back in the day, the event was a tournament known as the "Little Brown Jug Tournament," where KPA members competed against those golfers representing the Missouri Press Association. The tournament came to an end early in my tenure, but a few years ago, I was able to convince the KPA board

to host a four-person scramble. Yes, there are bragging rights, but it is strictly for fun. If you're able to get away both days, we would love for you to join in.

"Hot Topics and Trivia" will be held that evening, as a pre-cursor to the main event.

Friday, June 10, will be a day filled with "unconference" discussions. It is my hope, that through networking, we will learn additional revenue streams, hear success stories and even laugh about the bloopers we have had in recent years.

That's right ... we are bringing back the blooper breakfast!

No one wants to print a "blooper." However, we are human and some of the best bloopers are formed because our deadlines simply didn't allow for one more look.

This event is not meant to "roast" one another, but more so to learn that we are not alone in our efforts to share the news.

If you've had a "blooper" in recent years, please share with me at [news@eurekaheald.com](mailto:news@eurekaheald.com).

I need your help in this effort. If you

don't have a "blooper," please share your best "headline" you printed that you feel would have made the top 10 on the Jay Leno Show?

Surely, I'm not the only one that remembers this. Was one of your headlines featured on the late night show?

At least one Kansas journalist made the cut. I'll share the headline that earned my favorite journalist a spot on the show. (Unfortunately, I'm not honestly sure that my dad knew he

was featured as I didn't know The Eureka Herald was featured until years after he had passed away.)

Are there more? Share them with me and I will compile a list for the blooper breakfast.

Looking forward to being Together Again, this June!

Save the date: Convention 2022, June 9-10, in Newton.

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

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**This event is not meant to 'roast' one another, but more so to learn that we are not alone in our efforts to share the news.**

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## How to talk to your children about Ukraine situation

**By Buck Ryan**

*Special to Kansas Press Association*

I feel the need to begin with a trigger warning. Nothing too traumatic, just the foul mouth of a teenager.

Here's what one of my former star journalism students, now a mom, posted on Facebook:

*Quote from my 8th grader (who asked to listen to NPR on the drive to school to follow news from Ukraine): "I feel like I might be happier now if I was an ill-informed dumbass."*

I feel the kid's pain, not to mention the anxiety of any parent with smart children curious about such a sad and horrific topic that seems impossible to ignore.

So how should parents talk with their kids about the Ukraine war? Are there valuable lessons that can be learned from what seems like a senseless conflict?

For an answer to the first question, I turn to Dr. David Schonfeld, of the American Academy of Pediatrics Council on Children and Disasters, who wrote a helpful article, "How to Talk With Your Child About the War in Ukraine," for

[healthychildren.org](http://healthychildren.org).

You know your child best, especially at what age such a discussion is appropriate. Here are some excerpts from Dr. Schonfeld's article:

☐ Start by asking your child what they already know. Listen for misunderstandings or frightening rumors. Acknowledge that even adults don't know all that is going on.

☐ Ask them directly about their worries, respond with honest reassurance and don't discount their fears.

☐ Limit the exposure of media coverage, especially repetitive graphic images, and discussion in social media. As a side note, I remember from the September 11th days, the video of planes hitting the twin towers, shown again and again, registered in a child's mind as repeat attacks still going on. Kids' brains just don't process the world the same ways as adults.

☐ Know that some children will feel the impact more than others, putting them at greater risk of distress, and may need more help coping.

☐ Consider joining a charitable initia-

tive as a family project. Once children start to feel safe and understand what is going on, many will want to help.

☐ Don't worry about knowing the perfect thing to say. What children need most is to have someone they trust listen to their questions, accept their feelings and be there for them.

For an answer to the second question about valuable lessons that might be learned, I turn to a series of quotations: "The first casualty of war is truth."

This is a great opportunity to teach kids that what they hear – even what they see – may or may not be true. The more emotional, the more outrageous, the more something should be closely examined. If there is a knee-jerk reaction, let it be these questions: "Is it true?" and "How do we know?"

"God created war so that Americans would learn geography."

That gem from Mark Twain's "The Innocents Abroad" (1869) is the perfect prompt to break out a world map to study

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# Inland grants

Continued from Page 1

program beyond those two states in the coming months.

After its announcement in December, the foundation began accepting applications from daily and non-daily newspapers in January.

The grants will fund newspaper reporting on critical topics such as schools and education, local government, health care, the environment, and infrastructure.

They will cover half the cost of adding a reporter to a newspaper's staff. The newspaper will pay the remaining half of that salary. Inland will fund the grants for two years.

Inland Foundation President Marc Wilson said he was inspired by the applications.

"Reading the grant applications reinforced my belief in the compelling need to support local journalism," he said. "Local reporting is critical to the health of our communities and our democracy. We were pleased to provide these grants, but it's sad that we didn't have the resources to help all the struggling community newspapers."

"We are grateful to Tom and the Inland Foundation for choosing Kansas as one of the first states to be a part of this generous grant program," said Emily Bradbury, executive director of the KPA.

Jan Sciacca is the owner and publisher of the 149-year-old Council Grove Republican

She said, "This grant will make a lasting and profound difference in our coverage."

Sciacca said she was thrilled by the opportunity that the Inland grant offers to expand coverage to nearby rural areas that are underserved or no longer served by

community newspapers.

"Readers are hungry for local news, feature articles, historical information, government news and school sports that are not available elsewhere," she said.

Robin Wunderlich, editor and publisher of the Eureka Herald said, "I'm beyond excited to have been named a recipient of the Inland Press Foundation grant. We've been looking at expanding our coverage, but have been unable to take the leap due to financials."

She said the grant will allow her to increase coverage of neighboring city council meetings, to dive deeper into articles, and bring positive feature stories back to the Herald on a regular basis.

Inland Executive Director Tom Slaughter thanked the Kansas Press Association for its support and promotion of the program to its members.

Slaughter said, "KPA has been a valuable partner in this initiative, and we could not have rolled this out without the full support and encouragement of the KPA and its membership. We're delighted that KPA was willing to partner with us to bring this program to newspapers in Kansas."

Slaughter said donations to the Community News Grant program may be made to the Inland Press Foundation at P.O. Box 3790, Lawrence, KS 66046, or to <https://www.inlandfoundation.org/contribute/>. Donations are tax deductible.

The Inland Press Foundation is a 501(c)(3) non-profit incorporated in Illinois

Over the last 40 years, the foundation has played a prominent and active role in organizing and funding programs to provide research and educational services to the American newspaper industry, with a special focus on independent and family-owned newspapers.



Wunderlich



Sciacca

## Reception for Denning set June 18

A reception to honor Linda Denning's retirement as editor and publisher of the Ellsworth County Independent-Reporter is set for June 18.

The event will be from 1 p.m. to 5 p.m. at the Sandstone Saloon, 102 E. Anderson St., in Brookville.

To register, [go here](#).

Denning is a past president of the Kansas Press Association, winner of the Clyde M. Reed Jr. Master Editor Award and a member of the Kansas Newspaper Hall of Fame.

A story about Denning's career will be published in the May Kansas Publisher.



Denning

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#### Ron Keefover

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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 (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** – 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.

**PUBLISHER** – Three newspaper 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

**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.

**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, 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.

**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](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@stwnnewspress.com](mailto:jelmquist@stwnnewspress.com). The position is full time and offers an excellent benefit package including paid time off, insurance, and a 401K plan. EOA

**SPORTS WRITER** – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a Sports Writer. Duties include covering all local sports, building relationships, attending sporting events, interviews and taking pictures, staying current on what is happening with local sports and writing the needed content in a clear concise way conveying factual information. This position requires strong writing abilities, a keen understanding of the sports that are being covered, researching skills, and completing task 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).

## MARKETPLACE/CONT. FROM PAGE 6

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

**REPORTER** – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a reporter who can build sources and dive into local issues. Duties include general assignment, feature writing, coverage of local government boards, and copyediting. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who does not shirk from the hard questions. This person must have the ability to work productively in a team setting. Must be aggressive and adept at setting priorities and re-ordering 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)

# There's no going back; we have to plan differently

Sitting in church this past Sunday, the minister began his most important sermon of the year by saying, "I wish things were back to like they were before and I know I'm not alone."



Emily Bradbury

Ditto, kind sir.

Ditto.

He then went on to discuss how things were different after the Resurrection – things were transformed. Resurrection is not the resuscitation of the old – there's no going back.

Well-played, pastor. Well-played.

He's right, and the sooner we all recognize it the better. His point particularly resonated with me as we look ahead and plan for the future or our association and our in-person gatherings.

Things look different, so we must plan differently. We would be doing you, our members, a disservice if we don't. Your needs are different and our offerings need to be as well.

Some of you have asked about our 2022 AOE Celebration and Learning Event scheduled for June 9-10.

A few of you have asked, "Are we broke?" and "Why only 1½ days?"

No, we are not broke (at least that's what our accountant tells me).

Oddly enough, the 1½ day schedule was planned prior to COVID. In late 2019, we asked our members what they wanted to see as far as scheduling for future gatherings.

The membership very clearly stated the following:

1. Make the President's Gala a standalone event.
2. Make convention shorter (we can't be gone for 2½ days!)
3. Explore dates for convention other than February and April.

4. Allow more time for networking. We learn more from each other anyway.

Now that we are back in-person, we are implementing these changes.

Will it change again for 2023? Maybe. It depends on what you tell us.

So the schedule might not look the same but neither do we (and I've got the color resistant gray hairs to prove it).

But is that all bad? We will celebrate our work, our hopes for the future and perhaps learn a bit, too.

Resurrection may not be resuscitation but, maybe, we can

celebrate the transformation together. See you in Newton!

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

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## Ukraine

Continued from Page 4

with kids. There's no telling what you might discover, like for me Kaliningrad, that orphaned piece of seaside Russia sitting beneath Lithuania and atop Poland.

"History is a set of lies that people have agreed upon."

We can thank Napoleon for that one. When Napoleon went down in the Battle of Waterloo in 1815, one of the six countries battling him was the Kingdom of Prussia. Check out a map of that kingdom within the German Empire, between 1871 and 1918, and you'll find the ancestors of several nations currently wrapped up in the Ukraine conflict. Whether Ukraine is the Russian president's Waterloo, only time will tell. But the next time you hear Vladimir Putin or anyone else talk about the "history of Ukraine," ask, "What year are you talking about?"

"He who tied the bell to the tiger must take it off."

That's one of two Chinese proverbs that China's president, Xi Jinping, quoted for President Biden in their two-hour phone call about the Ukraine conflict. The saying can be traced back eight centuries or so to a Song Dynasty poet, Huihong, who

wrote a collection of Buddhist teachings. Translation: Those who created the problem should be the ones to undo it. The other proverb was, "It takes two hands to clap." Students in language arts class might have fun "speaking Chinese" by being challenged to express their thoughts metaphorically. High school seniors in AP History class can explore China's reluctance to get involved

"Promises and pie-crusts are made to be broken."

When satirist Jonathan Swift popularized the expression with his dry Irish wit in his 1738 book, "Polite Conversation," he created a great debate point for kids about the importance of keeping promises and the dangers of breaking them. The debate over the origins of the Ukraine war is rife with howls of the aggrieved, from Ukraine on security promises in the 1994 Budapest Memorandum when it turned over its nuclear weapons to claims that in negotiating a 1990 treaty to reunify Germany U.S. Secretary of State James Baker told the Soviet Union's leader, Mikhail Gorbachev, that NATO would "not shift 1 inch eastward."

"Look for the helpers. You will always find people who are helping."

If you were a lover of "Mister Rogers' Neighborhood," you might recognize that

advice from Fred Rogers' mother. Or more fully:

"When I was a boy and I would see scary things in the news," Rogers said, "my mother would say to me, 'Look for the helpers. You will always find people who are helping.'"

The PBS program "Mister Rogers' Neighborhood" began amid the bloody turmoil of 1968, which I never thought this country would survive, and ended in the year of September 11th, 2001, when I had my own little kids at home.

If you are a parent with young children, or a schoolteacher with loving children seeking your counsel, I hope this article helps you in some way.

To the "trigger warning" 8th grader who wanted to tune into the news on the way to school, God bless you. I admire your civic interest in what's happening in the world today—and fully support your desire just to be a kid with your own problems to solve.

### About the author

Buck Ryan is a journalism professor and director of the Citizen Kentucky Project of the Scripps Howard First Amendment Center at the University of Kentucky. He can be reached at buck.ryan@uky.edu.