

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION APRIL 21, 2021

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He's not quite sure what it is, but Kevin Slimp says there is something in the air ... and it's positive.

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Emily Bradbury says the collaborative effort on this year's convention should pay significant dividends for participants.

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Want to be inspired? Read the story about 9-year-old Marco Lozano and his love for print newspapers.

KPA CALENDAR

MAY 20-21

Kansas Press Association annual convention, conducted virtually in cooperation with the Colorado Press Association. To register, [click here](#).

JUNE 10

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



Russell Viers (silhouetted above) will share his Adobe suite expertise at the joint Kansas Press Association/Colorado Press Association virtual annual convention May 20-21.

Viers, Slimp headline joint convention

In the two states' first attempt to join forces in an annual convention, the Kansas and Colorado press associations are putting the final touches on the program set for May 20-21.

The theme of the convention, "Succeeding Through Collaboration," seems appropriate following more than a year of isolation and disruption during the COVID-19 pandemic.

While the schedule remains somewhat fluid, members of the two associations who join the virtual convention can look forward to timely information on a variety of newspaper topics.

Several of the speakers are veterans of past

KPA conventions, including Russell Viers, Kevin Slimp and Jim Pumarlo.

Viers will speak on how to more creatively utilize Adobe products. Slimp will discuss how to produce more effective advertising, while Pumarlo will lead a discussion of sensitive issues that arise in covering a community.

Emily Bradbury, KPA executive director, said, "This is a great opportunity to network with peers from two states, share ideas and learn from industry experts how to produce better journalism, build more innovative and sustainable busi-

See CONVENTION on Page 5

It's not over till it's over; so far so good

The Kansas Legislature will return to the Capitol on May 3 for its annual veto session, but it appears state newspapers have once again kept the wolf from the door on most public notice issues.

As was reported last month, a small loss was likely on public notices for self-storage units,

with new legislation approved that would give unit owners an option of using the newspaper or some other "commercially reasonable manner" when selling unit contents.

Doug Anstaett, lobbyist for the Kansas Press Association, said after working with the Kansas Secretary of State's Office,

the public notice for constitutional amendments was left intact and another provision to add an exception to the Kansas Open Records Act for cybersecurity and election security plans was amended to just a change in definition in an existing exception.

"We're pleased with the results," Anstaett said.

Community newspapers: 'There's something in the air'

Something is going on in the newspaper business, and it's not easy to put a finger on what that something is. You know me, however. I'm going to attempt to do just that.

I delayed the annual survey I've conducted of newspaper publishers and managers since 2017 because I wasn't sure it would be helpful to compare what happened over the past year to previous years. Let's face it, last year a lot of us were wondering if we'd be applying for a greeter's position at Walmart after the effects of the pandemic on advertising revenue.

However, if the calls, emails and messages I've been receiving over the past couple of months are any indication, it looks like Walmart will need to look elsewhere to fill their greeter positions.

There's definitely something in the air.

I first noticed a change in attitudes around December. A few years ago I decided against offering webinars for newspapers during the last two months of the year because everyone seemed too busy getting holiday editions ready to attend classes online. That changed in late 2020. I was hearing from newspapers asking for training for new staff members, and from others who wanted to hone their skills or learn something new that would improve their products.

Online classes in November, December and January broke records, going all the way back to my first webinars in 2008

I'm not talking about end-of-the-year records. More people were attending my online classes than at any time previously. Hundreds of newspapers attended one or more session in those months. Not only that, I began hearing from vendors, associations and groups, interested in sponsoring webinars. That's not something that happened a lot before 2020.

And it's more than people showing up for online classes. I've had friends and former clients starting new papers, or purchasing papers being closed by ownership

groups in other states. Many tell me their papers are doing well and there's obvious excitement about prospects for future growth.

Maybe it's because I'm getting older, but it seems like I hear from younger journalists more often than I used to. Most days, I receive multiple requests for advice or insights from young publishers, designers and editors.

A year ago, much like some of the folks reading this column, I questioned what I would be doing in the future. Let's face it, keynote speakers and consultants aren't in great demand during a pandemic. Like many of my newspaper friends, I began creating new streams of revenue. To my surprise, most of them have been successful and I'm busier than ever working with my staff on multiple projects.

A lot of folks would question why I'm still so committed to community newspapers with so many things demanding my attention these days. To me, the answer is obvious. The same optimism that radiates from so many of my newspaper friends has infected me.

I hear from newspaper associations almost daily who are making plans for upcoming conventions and training events. In addition, I've never had so many publishers contacting me about redesigns and staff training.

Redesigns are major undertakings, normally embarked upon by folks with long-term plans to grow their papers. The fact that so many newspapers are planning redesigns suggests there is significant energy being given to making long-term investments.

What's to be made of all of this? I'm not sure. My educated guess is that after surviving the past year, many of us feel like we have overcome obstacles we would never have imagined just two or three years ago.

Guess what? We survived. At least most of us did.



Kevin Slimp

I first noticed a change in December. I was hearing from newspapers asking for training for new staff members or to hone their skills or learn something new that would improve their products.

2020-2021 KPA BOARD

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tim.stauffer@iolaregister.com

Do your ad headlines promise a benefit?

Imagine the editors of a prestigious news organization sitting around a conference table discussing a breaking story. The story is written and all they need is a headline to convey its importance to readers. Someone says, “I’ve got it. Let’s use one word: ‘Look.’ We can give it more impact by making the two o’s look like eyeballs.” Everyone nods in agreement, and the headline runs.

Sounds ridiculous, doesn’t it? But something similar must be happening in advertising conversations, because “Look”DO has been a popular headline for years.

Popularity doesn’t equal effectiveness. Even though it’s frequently used, “Look” is one of the worst headlines you’ll ever see. It’s a product of lazy writing. It communicates nothing of value to readers.

The headline deserves more respect than that, because it is the most important part of an ad. Research shows that four out of five readers do not get further than the headline. Unfortunately, this means that only 20 percent of the people who read an ad headline will read any of the body copy.

In other words, headlines have a lot of weight to carry. Pick up any newspaper –

or go to any online news site – and you’ll find article headlines that reveal the subjects of those articles. As a result, you can make split second decisions on whether or not to read more.

Doesn’t it make sense that the same should apply to advertising headlines?

The next time you write an ad headline, ask yourself three questions:

1. Does the headline tell readers what the ad is about?

If your ad is selling banking services, say so in the headline. If you are selling kitchen remodeling, say so. If you are promoting furniture, say so.

We read at a glance. If readers can’t determine quickly what an ad is about, they’ll skip it completely.

2. Does the headline promise a benefit?

There are several types of headlines: (1) those that promise a benefit, (2) those that provide news, and (3) those that surprise readers or arouse curiosity.

While each type is capable of winning readership and selling products, benefit headlines have been shown to be the most reliable choice. Just about every buying decision we make is driven by real or perceived benefits. That’s why it’s a good

idea to create benefits-oriented advertising – and then put the major benefit front and center in the headline.

3. Is the language believable?

Without believable language, our first two questions are not worth answering. Consider a hardware store ad which is headlined, “Fantastic savings on the world’s best lawn mowers.” To answer our first two questions, the ad is about lawn mowers and the benefit is that customers can save money. But the puffery kills the message.

Copywriters should avoid exaggerations and unsubstantiated claims in advertising. No one believes sweeping boasts like “fantastic,” or “superior” or “best ever.”

The right answers to these three questions can put your next ad in the top 20 percent. And you’ll increase your chances of creating an ad that is worth a “look.”

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.

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John Foust

KPA NETWORK WINNERS FOR MARCH

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in March 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. Let KPA help you place in other papers, and share the commission.

KCAN — GateHouse Media, one ad for a profit of \$75.

KDAN — Rural Messenger, three ads for a profit of \$630; Erie Record, one ad netting \$900; Anderson County Review, three ads netting \$1,237.50; Ellsworth County Independent-Reporter, one ad for a profit of \$225.

DIRECT PLACEMENT — Hays Daily News, Rural Messenger.



THIS MONTH’S QUESTION

Q. I saw the Brown Bag and BS sessions that are scheduled monthly until September. How will we know the topic that will be discussed each month? When will we receive the Zoom link?

A. During each Brown Bag and BS session, the KPA staff will update you on happenings affecting the industry in Kansas. We may have a guest speaker or discussion topic to round out the hour. No later than the Wednesday before, the Zoom link and topic for that Friday’s BB&BS session will be released.

So grab your lunch and join us!

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Co-worker gets kudos for ‘25 under 35’ honor

I have never been the satisfied type. There has always been this underlying feeling to tinker, figure I can make something better, or strive for something bigger.



Joey Young

When Lindsey and I first got married, my cooking drove her nuts. I would always be fiddling with it, trying to make it better. I never use a recipe, and she writes a cooking column every week consisting of one.

It's not just cooking that I often struggle to be satisfied with. I might be most guilty of

this with the business, where, even if we have a great issue or special section, I am oftentimes left trying to figure out how it could be executed better next time.

This leads me to being frustratingly bad at complimenting team members, giving praise, and letting everyone know how much I appreciate them. My business partner, Bruce Behymer, is far better at this than I. My first instinct is always to try to improve and not to be satisfied, but I know I should do a better job of recognizing jobs well done when I get an opportunity.

This leads me to the first person my company ever hired to bring onto our team. Adam Strunk (pictured above) has been with us for over eight years now, and I struggle to even imagine what building the company would be like without him.



This past month, he was recognized as one of Editor and Publisher's 25 under 35, and I am quite happy he finally is getting a little attention for all that he does for our team.

Throughout the years, Adam and I have become more than co-workers but really are closer to family at this point than anything else. We hang out, we have drinks, we fight occasionally, and there is more than enough ranting at each other to go around.

He has been with the company since we were just one, small weekly newspaper in Andale, and he has been around as we have grown to be a four newspaper group with all the bells and whistles we have added.

We wouldn't have made Newton Now work without him. Not enough people realize that and often heap praise on the project directly to me or Bruce. He was as much or more a part of making it work than either of us.

The team has had our ups and downs. Bruce and I have wanted to murder Adam on some days, but I wouldn't have things any other way.

I wanted to take this column to recognize Adam and brag a bit to the state and to his peers. Not everyone gets to do the job they like with people they like, but I do, and that makes me a very lucky young publisher.

I am terrible at being happy and satisfied with our company. I always want to improve, and that is likely not going to change anytime soon, but for now, in this moment, I am pretty darn proud and happy Mr. Strunk is on our team. Congrats on your award, and don't let it all go to your head.

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

NEWS BRIEFS

Deadline set for May 1 for special KPA awards

Do 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?

Deadline for nominations for some of the Kansas Press Association's most prestigious awards has been extended to May 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.

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.

Winners of Spelling Bee, Civics Games announced

Winners of two Kansas Press Association-sponsored events were chosen in late March and early April.

Winner from the 70-plus participants in the Sunflower State Spelling Bee was Ishya Bhavsar of Johnson County. She will participate in the Scripps National Spelling Bee July 8 in Orlando, Fla.

Second through fourth places went to

Gopikaashri Chidambaranathan from Shawnee County, Aiden Levendofsky of Riley County and Niko Tsereteli of Ellis County. Jordan Crouch of Lyon County and Gemma Hovind of Pottawatomie County tied for fifth.

In the inaugural Kansas Civics Bee, the winner was the team from Wellsville High School. The winning team members – Dawson Dwyer, Kaylie Reese, Carson Richardson and James Hurd – will each receive \$1,000 scholarships from the Ruth Garvey Fink Bill of Rights Fund in the Kansas Newspaper Foundation.

Placing second and third were Shawnee Mission Northwest and Salina South.

Other participating high schools included Ellinwood, Burlington, Bishop Seabury Academy, Sunrise Christian Academy, Seaman, Troy, Wheatland and Fredonia.

Convention

Continued from Page 1

nesses and contribute to stronger and more informed communities.”

Sessions will be conducted from 10 a.m. to 3 p.m. each day.

The convention also will include a number of leading speakers on journalism and



Laura Frank

newspaper management issues, including David Chavern, president and CEO of the News Media Alliance; Laura Frank, Colorado News Collaborative; Sandra Fish, a data journalist specializing in political reporting; Niki Turner, a novelist, journalist and blogger; and Priscilla Waggoner, a Denver Post reporter. More speakers will likely be added.



Sandra Fish

The schedule will include joint roundtable discussions about digital issues and also joint meetings of daily and nondaily participants.

Participation in both convention days costs only \$59 per newsroom, with no added charge for additional individual attendees.

Include as many employees as you'd like — and access archived content from all the conference speakers for up to one year.

One team member from your newsroom

Slimp

Continued from Page 2

Don't get me wrong. I'm not saying the future is totally rosy. When the pandemic is finally declared "over," we will continue to deal with the aftermath of COVID-19 for years to come. However, I continue to bear witness concerning community newspapers.

There is definitely something in the air.

Maybe it's time to do that annual survey and find out just what that something is.

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.



Russell Viers



Kevin Slimp



David Chavern

must register for the \$59 ticket. All others can be added under the "Additional Attendee" ticket option.

While Colorado will have its editorial and advertising awards program during the same week, KPA won't conduct its Awards of Excellence presentation until June.

In addition, the President's Gala, traditionally conducted on the Friday night of the KPA annual convention, won't take place until some time this fall so KPA can properly honor Hall of Fame inductees and other special award recipients.

KPA sponsors of the joint convention as of now include Kansas Farm Bureau, Blue

Cross and Blue Shield of Kansas, Coda, eType Services, the Eureka Herald, Kansas Gas Service, Midwest Energy, Inc., Town News and the Kansas Newspaper Foundation.

[Click here](#) to begin the registration process.

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)
\$60 PER PLAYER AFTER APRIL 15

Email Emily at 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

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 - Pay: \$35,000 - \$40,000 per year.

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.

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.

NEWS

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 – 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

COMMUNITY JOURNALIST – 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

NEWS REPORTER – Eagle Radio of Great Bend is seeking a news reporter for its multi-media 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.

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.

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.

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@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

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.

MARKETPLACE/CONT. FROM PAGE 6

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.

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, KUSports.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.

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 Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: 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. 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.

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.

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

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)

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Collaboration is the key ... and it's fun, too!

As you are well aware by now, we are planning for our first-ever joint convention with the Colorado Press Association to be held May 20-21.

We were interviewed about this partnership by our national association, Newspaper Association Managers or



Emily Bradbury

NAM, and I had to tease that it was a natural partnership as we still claim Colorado as part of the original Kansas Territory.

Whether they still claim us is another column for another day.

In all seriousness, I have long thought that some kind of formal collaboration with another state press association was a great idea.

Like our members, we all have things we are good at. Some associations are fantastic at obtaining national advertising while others know how to stay relevant to their sponsors and members alike while others are out front leading the charge on finding solutions to problems that are plaguing our industry today.

While healthy, friendly competition is good, the question about what we could do as a collective has always intrigued me.

What if we harnessed all of the talents into a central place and collaborated in a way that had never been seen before? That is happening with the Colorado News Collaborative (or COLab) and NAM's Relevance Project. You will learn more about both at the convention next month.

What is happening in Colorado with COLab is groundbreaking. We are watching this project closely and, quite frankly, an idea that I would love to emulate here in Kansas.

COLab describes its mission as "a nonprofit, statewide media resource hub and ideas lab that serves all Coloradans by strengthening high-quality local journalism, supporting civic engagement, and ensuring public accountability."

I encourage you to join Laura Frank, the executive director of COLab, at her session on May 20. It's one you won't want to miss.

Collaboration in our industry doesn't just belong at the state (or national)

levels. Collaboration across publications, geographic areas and communication mediums is happening at the local level every day with fantastic results.

I encourage you to think about how to can leverage your local resources to join together with other organizations to tell the stories that need to be told.

Is it more work to collaborate rather than go at it alone? Sometimes.

Will a collaboration result in groundbreaking journalism? Maybe.

Will the collaboration expose you to new ideas and new ways of doing things? Most likely.

Will it be worth it? Always.

So start (or continue) your collaborative journey by signing up for the first-ever joint convention between the Colorado and Kansas Press Associations. You will be glad you did.

Emily Bradbury is executive director of the Kansas Press Association.

9-year-old from Cowley County loves printed newspapers

By John Shelman, *CourierTraveler*

For some young students, getting online with friends or watching a TV program after school marks the high point of their day.

But 9-year-old Marco Lozano of Arkansas City would rather sit down and read the newspaper.



Marco Lozano

"I like to see what's on the local news and the national news," he said. "I like reading because reading is the key to knowledge."

Marco said he tries to read as many different newspapers as possible. He likes to get copies of The Wichita Eagle, The Newkirk Herald Journal and The Ponca City News.

"I don't read them every day," he said. "I kind of like the CourierTraveler best."

He also likes to discuss the articles with his father, especially when he doesn't understand the meaning of a word. But he never holds discussions with his friends.

"They're not interested," he said.

His interest in reading comes naturally enough. His mother Rinny works at the Arkansas City Public Library. Marco, a

Rinny said her son insists that he will never read a newspaper online.

'Don't you want to smell the newspaper smell?' he asks. 'It smells so good, and it's not burning your eyes looking at that screen.'

fourth-grader, spends his days at the library and attends school by remote learning.

She said when his schoolwork is finished or when he has free time, he will check out a library book or read a book online. But when it comes to the newspaper, he wants a printed copy.

Rinny said her son insists that he will never read a newspaper online.

She said he is always asking his older brother to explain why he

prefers to read the news from his phone, and tries to convince him that paper copies are better.

"Don't you want to smell the newspaper smell?" he asks. "It smells so good, and it's not burning your eyes looking at that screen."

Marco said it would be sad if newspapers stopped printing and went to online publishing.

"I don't like that, I just like paper," he said. "Sometimes a word on a paper just makes me feel so good."

To see more pictures of Marco, go to the Kansas Press Association website by [clicking here](#).