

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

APRIL 22, 2020

KPA's online chat held each Friday

We'll have another informational chat with KPA members from 11 a.m. to noon on Friday.

[Click here to register](#) and Emily Bradbury will send you a link.

INSIDE TODAY

PAGE 2

Read how to apply for grants, loans and other financial support. While some programs have run out of money already, Congress may allot more money.

PAGE 3

It's a simple rule: listen closely to your clients, says advertising consultant John Foust.

PAGE 4

New KPA president Joey Young wants Kansas newspapers to exercise their editorial page leadership.

PAGE 8

KPA Executive Director Emily Bradbury writes that newspaper readers notice what you do, and appreciate it.

KPA CALENDAR

JUNE 18-19, 2020

Kansas Press Association annual convention and President's Gala, Newton. (Tentative)

DEC. 15, 2020

The 229th anniversary of the U.S. Bill of Rights.



David Seaton, who died Saturday, converses with a colleague at the Kansas Press Association annual convention in Overland Park in 2015. Seaton was a member of the Kansas Newspaper Hall

of Fame and retired editor and publisher of the Winfield Courier. He also spearheaded the recent effort to produce a documentary on the life of William Allen White.

Hall of Famer David Seaton remembered

By the Courier-Traveler staff
Long-time Winfield Courier publisher and newspaper owner Dave Seaton is being remembered as a bold journalist, dedicated community leader and devoted family man.

Seaton, 80, died Saturday at William Newton Hospital. His health had been failing and he underwent major heart surgery

a year ago, but his death was unexpected.

Dave had just purchased plane tickets that day so he and his wife, Callie, could fly to Maine for their annual summer vacation. And he had written Saturday's editorial in the Courier-Traveler about the coronavirus.

"My mom, my two sisters and I are truly heartbroken at los-

ing such a supportive and loving husband, father and grandfather," his son David Allen Seaton said. "He was our anchor in so many ways."

You can read his obituary [here](#).

The family plans a small graveside service at Highland

See SEATON on Page 4

Here are various ways to seek assistance

There are a number of programs designed to offer assistance to businesses — including newspapers.

The Kansas Press Association has tried to detail them and provide links to apply or get more information. While it's sometimes a confusing process, it has already paid off for some Kansas newspapers. Even your association has tapped the Payroll Protection Program for help so we could keep our entire staff on task to

serve you.

Here are capsule descriptions of what is available:

Payroll Protection Program

This program requires those who seek funding to keep the entire staff employed and is not designed for companies that furloughed or

See FUNDS on Page 2

Funds

Continued from Page 1

reduced staff.

For more information, [go here](#).

The loan amounts will be forgiven as long as:

□ The loan proceeds are used to cover payroll costs, and most mortgage interest, rent and utility costs over the 8 week period after the loan is made; and

□ Employee and compensation levels are maintained.

Due to likely high subscription, it is anticipated that not more than 25 percent of the forgiven amount may be for non-payroll costs.

The program offered in its first iteration \$349 billion in forgivable loans to companies.

That amount was quickly used up, but Congress has approved a second cash infusion.

It's best to work through your local bank, but if you need an alternative source, contact Emily Bradbury at KPA.

Save Small Business Fund

The U.S. Chamber of Commerce Foundation is providing a financial resource for economic relief for qualifying businesses that employ between 3 and 20 people.

Funded by corporate and philanthropic partners, the Save Small Business Fund is a collective effort to provide \$5,000 grants to as many small employers as we can. We hope these supplemental funds will help you get through the next days and weeks.

Please [click here](#) for qualifying information and more details.

Economic Injury Disaster Loan

SBA has depleted the first round of funding for this program, but it was given more cash by Congress on Tuesday.

Small business owners in all U.S. states, Washington D.C., and territories are eligible to apply for an Economic Injury Disaster Loan advance of up to \$10,000.

This advance will provide economic relief to businesses that are currently experiencing a temporary loss of revenue. Funds will be made available following a successful application.

This loan advance will not have to be repaid. [Click here](#) to visit the website.

The SBA's Economic Injury Disaster Loan provides vital economic support to small businesses to help overcome

America's Newspapers compiles resources list

Looking for another one-stop website to find coronavirus information and resource opportunities?

America's Newspapers, the merged association of the Inland Press Association and Southern Newspaper Publishers Association, has a handy place filled with information.

[Here's a link.](#)

the temporary loss of revenue they are experiencing as a result of the COVID-19 pandemic.

This program is for any small business with fewer than 500 employees (including sole proprietorships, independent contractors and self-employed persons), private non-profit organization or 501(c)(19) veterans organizations affected by COVID-19.

Google offers ad credits, loans

CEO Sundar Pichai announced Google would be donating more than \$800 million in ad credits and loans to help government organizations and small businesses respond to the COVID-19 crisis.

The bulk of the funds are in credits for Google services:

Google plans to:

□ Give \$250 million worth of ad grants to more than 100 government orgs across the globe, including the World Health Organization.

□ Seed \$340 million in ad credits to small businesses with accounts that have been active in the past year. The credits are good through the end of the year.

□ Give away \$20 million worth of Google Cloud credits to academic institutions and researchers that are tackling COVID-19.

□ Create a \$200 million investment fund for nonprofits and financial institutions to provide small businesses with loans.

□ Continue to invest in helping suppliers scale up production of face masks and other personal protective equipment.

Facebook Relief Grant Program

Applications are open for the Facebook Local News Relief Grant Program, but only through April 24.

It's being kicked off by the Facebook

2020-2021 KPA BOARD

Joey Young

President

The Clarion, Newton Now
joey@kspublishingventures.com

Robin Clasen Wunderlich

First Vice President

Eureka Herald
news@eurekaheald.com

Tomari Quinn

Second Vice President

Topeka Capital-Journal
tomari.quinn@cjonline.com

David Allen Seaton

Treasurer

Cowley CourierTraveler
daseaton@ctnewsonline.com

Travis Mounts

Past President

Times-Sentinel Newspapers
news@tsnews.com

Marcus Ashlock

Southwest District Director

Leader & Times, Liberal
marcusashlock@gmail.com

Nickole Byers

Northwest District Director

Ellis Review, Western World
review@gbta.net

Jeff Cott

Legislative Director

Derby Informer
jeff@derbyinformer.com

Mary Hoisington

At-Large Director

Great Bend Tribune
mhoisington@gbtribune.com

Jason Jump

Nondaily Membership Director

Kingman Leader-Courier
jjump@kconline.com

Chad Lawhorn

Daily Director

Lawrence Journal-World
clawhorn@ljworld.com

Alicia Paul

Northeast District Director

Clay Center Dispatch
claycenterdispatch@gmail.com

Tim Stauffer

Southeast District Director

Iola Register
tim.stauffer@iolaregister.com

See RESOURCES on Page 8

Pay attention to client, or you might lose a sale

Abby, who owns a retail store, told me about an appointment with a salesperson from her local newspaper. “I did plenty of research before I contacted him and decided to run a campaign in his paper.

“When I called him, I made it clear that I was going to buy some advertising and just needed him to drop by to confirm a few details, so I could pay in advance.

“When he arrived, I reminded him that I had a tight schedule, but he launched into a full sales presentation.

“In an attempt to move things along, I pulled out my checkbook and asked if I should make the check payable to the newspaper or to the publishing company – which had different names.

“What happened next was one of the strangest things I’ve ever seen. He completely ignored my question and started talking about the corporate owner of the paper. He had positive things to say, but it had nothing to do with my advertising.

“After about five minutes of listening to that, I put the checkbook away, thanked him for his time and told him I might run

some ads with his paper in the future.

Even though it happened years ago, Abby still remembers the frustration she felt at the time: “That salesperson wasn’t paying attention at all. He was completely out of touch with what was going on in our meeting.”

Hearing about Abby’s experience reminded me of something that once happened to a family friend. He was buying a used car from a dealership and thought it would be a simple process. The plan was to do online research, find a car of interest, take a test drive and make a decision. The transaction didn’t involve financing or a trade-in.

“The price fit my budget exactly,” he said. “I told the salesperson there was no room to buy extras. But before he accepted my check and handed over the keys, I was introduced to a finance person and led into his office. Since I knew that was standard procedure at a lot of dealerships, I said right up front that I wasn’t interested in added features or an extended warranty. I’ve bought a number of cars over the years. Sometimes I’ve bought extended

warranties and sometimes I haven’t. This time, I didn’t want one.”

“The finance guy was new in his position and didn’t seem to know how to handle a customer who wasn’t in the market for extras. He was determined to stick to the script he had been taught, so I had to listen to a pitch on a variety of extended warranties. I repeatedly asked him to cut it short, but he kept going until the bitter end. Even though he was pleasant and friendly, he was completely out of touch with the situation. It was a total waste of time for both of us.”

Two stories, one lesson. When you’re face-to-face with a client, it pays to pay attention.

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.

(c) Copyright 2020 by John Foust. All rights reserved.



John Foust

Even though it happened years ago, Abby still remembers the frustration she felt at the time. ‘That salesperson wasn’t paying attention at all. He was completely out of touch with what was going on in our meeting.’

McClatchy creditors offer to buy company

McClatchy’s largest creditors offered to buy the bankrupt media company Thursday, a move that, if approved, would kick off an auction among parties interested in owning the nation’s second largest local media company.

McClatchy includes the Kansas City Star and the Wichita Eagle in our region.

The court filing comes as the coronavirus crisis has wrecked the global economy, endangering the future of McClatchy and

other media companies. McClatchy’s legal fees have quickly piled up in the bankruptcy case filed in February.

McClatchy announced furloughs and executive compensation cuts recently, none of which affected journalists.

The filing by creditors Chatham Asset Management and Brigade Capital Management set a sale price “well in excess” of \$300 million and a deadline of no later than early July.



THIS MONTH’S QUESTION

Q. I have received quite a few emails from the KPA staff regarding different resources, funding opportunities and free webinars. While I appreciate the information, how does the staff decide what information to pass along to the membership?

A. Because of the COVID-19 pandemic, our goal is to evaluate each request on a case by case basis with the expectation that it must be helpful and legitimate. While we know that the information can create a sort of email “overload,” we want to get these resources in your hands in case they can help you immediately.

Create, Sell & Profit



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

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

METRO

CREATE. SELL. PROFIT.

Call today for your free trial!

800-223-1600

metrocreativeconnection.com
service@metro-email.com

Let's show leadership on our editorial pages

As the incoming president of the Kansas Press Association, I struggled to decide what kind of value I could bring to this column as almost all of you have more experience than I do at the ripe age of 35.

So, as I pondered this question, I thought about mentors and people I admired in the industry, which almost always leads me to editorial writers.

Jason Probst was one of my bosses at The Hutchinson News when I worked there, and I consider him one of the best editorial writers in the state. I also always love to read Dena Sattler from Garden City, the Scott City editorial pages, and yes, even Dane Hicks, though we often disagree.

A lot of the best editorial writers are no longer writing, though. The truth is, most of the heavy lifting done by people like Jason and Dena isn't being done any more, and the weight of speaking truth to power shouldn't have been left to just a few people anyway.

In reality, we all should be doing our parts on the editorial page, sharing through the network when applicable and making sure the powers that be in every corner of this state hear what they should hear.

One of the best lessons I received early in my newspaper ownership journey was how to use the editorial page and how

important it is to your newspaper and its community.

Many of you know Gary Sosniecki, who was a vendor for TownNews for years. While he was never able to sell me a website, we did become friends over the years—mostly because he urged us to join a group called the International Society of Weekly Newspaper Editors (ISWNE), which is dedicated to editorial writing and opinion pages.

I have taken plenty from the folks I have met through the years in that group. Our first conference was in Green Bay, Wisc., and every year they do an editorial critique organized by one of the best editorial writers I have ever met, a publisher from Freeman, S.D., Tim Waltner. The process has other editors and opinion writers critique your pages and help you improve your opinion pages.

We learned how much we needed to grow to have a good opinion page at that conference, and now, in my opinion, at least, Newton Now has a damn fine one. Our editor, Adam Strunk, does a lot of the heavy lifting on it. We have a local editorial every week, feature voices from the community, and we run political cartoons in our two-page spread. It's the heart of Newton Now, in my opinion.

It's satisfying to hear local leaders parrot

things from our editorials and get feedback regularly. It helps us lead from the position a newspaper should always be in.

We are the only people in the community who go to all the meetings,

events, and know all that is happening. We are asked to condense that information for our readers to get what they need to know about what is happening.

That knowledge puts us in a unique position to create an editorial board, discuss where the community should be headed, what types of

decisions they should be making, and hold leaders accountable.

I believe there are far too many of us not doing a good job of this. Certainly not all of our newspapers in my company are, either.

Local editorials are important, and they are being lost. Consider writing one—even monthly—and if you need help figuring out how or what to do to get started, consider joining ISWNE or calling up an editorial writer you respect.

Showing leadership, especially now that we have almost the entire community's attention, is paramount.

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



Joey Young

In reality, we all should be doing our parts on the editorial page, sharing through the network when applicable and making sure the powers that be in every corner of this state hear what they should hear.

Seaton

Continued from Page 1

Cemetery with a larger memorial service to be announced later.

A family business

Dave was the editor and publisher of the Winfield Courier for 29 years, 1978-2009, and remained active as chairman of Winfield Publishing Company until his death.

During his tenure, the company expanded by acquiring the Newark Herald Journal and the Arkansas City Traveler. Dave also helped oversee the merger of the Courier and Traveler in 2016.

The Seaton family has been in the newspaper business for four generations, but Dave did a variety of other work before he

came to the Courier.

Dave graduated from high school in Coffeyville, and earned degrees at Harvard University and the Columbia University School of International and Public Affairs. He and Callie served in the Peace Corps for two years in Brazil building neighborhood schools.

Dave also worked for U.S. Senator Jim Pearson, a Republican from Kansas, in Washington, D.C., and later set up a business in selling farm equipment to Latin America, based in Neodesha, Kan.

Members of the Seaton family acquired the Courier in the 1940s, so Dave's name was already attached to it when he arrived in Winfield in 1978 to join his family's business.

Marsha Wesseler, director of marketing and sales at the CourierTraveler, worked at the Courier in advertising several years

before Dave arrived.

"Dave was very much a news guy," Wesseler said. "But I remember the first day he walked into the office. He was handsome, with distinguished, premature greying hair, and soft spoken. I grew to respect him very much over the years. He and Lloyd Craig were my mentors, and I value the time I spent working with both of them at the paper."

A bold advocate

Over Dave's career he earned a reputation as an editor devoted to the communities the newspaper served.

"He cared about the towns and county, the current events and the history," said Bob Hartley, a retired newspaper man and Cowley County historian. "It is not enough to say

See COURIER on Page 9

With online vote, KPA elects Young 2020-21 president

Following a unique online voting process this past week, new officers and board members have taken over the administrative duties of the Kansas Press Association.

Members elected Joey Young, owner of The Clarion in Andale and Newton Now, to serve as president for the next year.

Other officers elected include Robin Clasen Wunderlich, Eureka Herald, first vice president; Tomari Quinn, Topeka Capital-Journal, second vice president; and David Allen Seaton, Cowley Courier-Traveler, treasurer.

New board members are Alicia Paul, Clay Center Dispatch, Northeast District director; and Tim Stauffer, Iola Register, Southeast District director.

Reappointments by Young to one-year terms include Chad Lawhorn, Lawrence Journal-World, daily director; Jason Jump, Kingman Leader-Courier, nondaily director; and Jeff Cott, Derby Informer, legislative director.

Media group seeks assistance from Congress

A media consortium has called on the U.S. Congress to direct existing and future government advertising to local media across large, media and small communities to ensure that the public has the information they need about the COVID-19 public health crisis and the government's response.

The consortium includes the News Media Alliance, America's Newspapers, the National Newspaper Association and the National Association of Broadcasters.

Bipartisan groups in the House of Representatives and Senate have coordinated to produce a "Dear Colleague" letter to President Trump requesting that he direct federal agencies to shift existing advertising campaigns to local broadcasters and newspapers.

The letter also asks that future stimulus legislation includes incentives for businesses to advertise in local media.

Approximately, 240 members in the House of Representatives signed the letter.

To read the letter sent to members of Congress, [click here](#).



NEWSPAPERS HAVE YOUR BACK.

We are grateful for those who have our back in this important time. The list is long, but we want to thank our first responders and front-line workers.

Especially in critical times, newspapers have your back.

COVID-19 is a national story that is impacting you at home and at work. Your local newspaper is keeping you informed with current events in your neighborhood and is bringing communities together in these challenging times.

From the actions your local government is taking, to lists of local stores that are delivering and tips on what to do while you're at home, your local newspaper is committed to bringing you the news you need, when you need it.

WE ARE IN THIS TOGETHER

**Support your local newspaper.
Subscribe in print or online.**

Ads similar to this one are available from America's Newspapers for your use while coronavirus is in the news. [Click here to access all of the PDFs.](#)

MARKETPLACE

Find a Job/Miscellaneous

Use the information below to review open positions in journalism in Kansas and elsewhere or to find miscellaneous items for sale, including newspapers.

DESIGN

GRAPHIC DESIGNER - The Iola Register needs a second graphic designer to help design advertisements. We're looking for talent! A knowledge of Adobe Suite is a must. Starting pay \$35,000-\$40,000. We provide health insurance and a 401k. Visit iolaregister.com and use "guest" and "newspaper" to get past the paywall. Email advertise@iolaregister.com for more information.

MANAGEMENT

PUBLISHER — Publisher needed for twice-weekly newspaper in Alliance, Nebraska. Family-owned for generations, affiliated with the Seaton group. Beautiful Sand Hills setting. Debt-free operation. Pay commensurate with experience, with an opportunity for ownership. Contact Ned Seaton, nseaton@themercury.com. (7-2)

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

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/NEWS EDITOR - Seeking to fill full time reporter/news editor for weekly newspaper in Osage City, The Osage

County Herald-Chronicle. News editor to cover community news, some evening meetings, feature stories, photography. Two years previous experience a must, management experience a plus. Competitive wages, benefits. Send questions or resume to Catherine Faimon, faimonc@gmail.com, or P.O. Box 266, Osage City, KS 66523.

MULTI-PURPOSE JOURNALIST - Kansas Publishing Ventures is looking for a journalist who is passionate about community journalism who can cover government, shoot photos and write feature stories. Layout experience is a plus, but not necessary. Please send a resume and clips to Joey: joey@kspublishingventures.com

COPY EDITOR/PAGE DESIGNER - Newspaper and digital media company in vibrant Midwestern college town is seeking a talented copy editor/designer to work on a team that edits a variety of content and designs both print and digital pages. Candidates should have excellent writing and grammar skills, as well as a command of AP style and experience laying out print pages with Adobe InDesign. The job requires evening and some weekend and holiday hours. Duties include editing stories for print and online, writing engaging headlines, designing news and sports pages and working closely with other night editors to produce a high-quality publication on deadline.

The Lawrence (Kan.) Journal-World operates a seven-day morning newspaper that is delivered to about 10,000 households in Lawrence and northeast Kansas. In addition, the company operates LJWorld.com, a comprehensive news website that attracts about 25,000 daily users and is supported by a strong base of digital subscribers. The company also publishes KUsports.com, which provides complete cover of athletics at the University of Kansas. Lawrence is a growing community of about 100,000 people, and is a short 30-minute drive from the Kansas City metropolitan area. Lawrence is home to the University of Kansas, and offers a host of cultural and sporting amenities to its residents.

The company offers a competitive wage based on experience and qualifications. The company's benefits package includes health insurance, paid vacation, sick leave,

and 401(k) retirement plan. Applicants should send a cover letter and resume to Managing Editor Kim Callahan at kcallahan@ljworld.com. Finalists also should be prepared to take a copy editing test as part of the interview process.

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

NEWSPAPERS FOR SALE

Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only newspaper in county. Strong subscription and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or email editor@squaredealnews.com for more information. (7-5)

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)

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

See MARKETPLACE on Page 7

MARKETPLACE/CONT. FROM PAGE 6

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

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)

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.

KPA MARCH NETWORK WINNERS

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in March 2020.

If you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money.

Sell outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

Call Amber Jackson at KPA to get tips on how to sell these ads.

KDAN — Rural Messenger, four ads for a profit of \$1,760; Anderson County Review, four ads for a profit of \$3,300; Ellsworth County Independent-Reporter, one ad for a profit of \$450.

SDAN — Anderson County Review, four ads for a profit of \$450.

KCANS — Gatehouse, one ad for a profit of \$150.

DIRECT AD PLACEMENT — Hays Daily News, Rural Messenger.

KPA STAFF

Emily Bradbury

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

Judy Beach

Bookkeeper
jbeach@kspress.com

Amber Jackson

Advertising Director
ajackson@kspress.com

Lori Jackson

Administrative Assistant/Advertising
ljackson@kspress.com

Emma Platt

Office Intern
eplatt@kspress.com

KPA CONSULTANTS

Doug Anstaett

Consultant, Lobbyist
danstaett@kspress.com
(785) 249-1108

Max Kautsch

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

Mike Kautsch

Media Law
Director, Kansas Intitute
for Governmental Transparency
mike.kautsch@lexluminallc.com

FRIENDS OF KPA

Ron Keefover

Retired, Kansas Court System
President

Kansas Sunshine Coalition
for Open Government
ronkeefover@gmail.com

(for questions on cameras in the courtroom and KORA-KOMA as it relates to the court system)

Your communities appreciate the hard work you do

I'm pretty good in a crisis. OK, I need to clarify: I'm good in a "non-injury" type of crisis. If this has to do with a missing appendage or broken arm — you don't want me to be your only option. Trust me, I have stories.



Emily Bradbury

Otherwise, I'm a gal who will be in your corner. Death in the family? Sign me up to make the dessert for the funeral dinner. Need a kiddo picked up? I'm there. Stressed and need ridiculous memes to get a laugh? Watch your phone blow-up with funny memes that may (or may not) be safe for work.

A pandemic has completely disrupted the lives of my members and the industry we love? I did what most of you did — we put our heads down and got to it. You organized remote work and brainstormed with your team to put together any and every resource you could find that might help. You worked and reworked the numbers all while putting out the best and most accurate information on what could easily be called the most significant story of a lifetime.

This works well until things calm a bit and you look back and realize that you were so busy doing crisis management that you emotionally dealt with NONE. OF. IT.

After week five, I looked around and took it all in. Very few things looked the same.

I suddenly had two kids being schooled from home, a fantastic team that was now remote and I had traded in my desk for a 15-year-old ironing board in my closet.

What the heck happened? I have heard from many of you recounting similar experiences.

The adrenaline rush has eased and we are now left with more questions than answers. And, that is a situation that comforts no journalist.

So what is next? Where do we go from here? How do we move forward? These are all questions that we are working to answer. By working with local, state and national experts, I anticipate having answers sooner rather than later. We are

in your corner working every day to make sure that our members come out of this as healthy as possible.

Until then, rest assured that your communities notice the work you are doing for them in this crisis. I know that appreciation doesn't pay the bills but, sometimes, it pays in other ways. Like the text I received from a dear friend on a recent Monday night at 9:55 p.m., "I see you and your people working tirelessly to bring us the most current and accurate news. Thank you..."

People see you and the work you are doing. You cannot be replaced. Until we figure out what is next, keep on doing what no one else can. And take a moment to look around and take it in — the good and the not so good. We've got you.

Emily Bradbury is executive director of the Kansas Press Association.

What the heck happened? I have heard from many of you recounting similar experiences. The adrenaline rush has eased and we are now left with more questions than answers. And, that is a situation that comforts no journalist.

Resources

Continued from Page 2

Journalism Project.

"Facebook is grateful to all journalists and newsrooms working under unprecedented conditions to cover the coronavirus health crisis and keep the world informed," its website says.

"We're announcing an additional \$100 million investment to support the news industry — \$25 million in emergency grant funding for local news through the Facebook Journalism Project, and \$75 million in additional marketing spend to move money over to news organizations around the world."

The first round of these grants went to 50 local newsrooms in the U.S. and Canada.

To hear more about this initiative as it evolves, please sign up for the Facebook Journalism Project newsletter.

The company will send regular updates about this investment and Facebook's ongoing efforts to support the news industry during COVID-19.

NEWS BRIEFS

Help KPA by filling out member survey

The Kansas Press Association staff has assembled a survey to help us keep on top of how member newspapers have responded to the upheaval caused by the coronavirus, Covid-19.

"We need to keep on top of a number of issues so we can best serve you and also make appropriate adjustments to our operation," said Emily Bradbury, executive director.

The short survey seeks information on publication frequency, whether a member newspaper temporarily ceased publication, changes that may have been made to advertising rates and deadlines, whether members applied for either the Paycheck Protection Program or the Economic Injury Disaster Loan program, whether employees have been laid off or furloughed and whether any major staff changes have taken place.

To access and fill out the survey, [click here](#).

Don't forget about our updated law guide

Max Kautsch, the Kansas Press Association's Legal Hotline attorney, continues to update and adapt the KPA Advertising Law Guide into a more compact, frequently asked questions format.

The streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#) and includes a number of links to more information.

"We found that there were a handful of questions that continue to come up in the advertising law arena, so we tried to make the answers more quickly accessible," said Emily Bradbury, KPA executive director. "In addition, the guide is digital and can be updated at any time a new issue becomes important to our members."

Courier

Continued from Page 4

we will miss Dave Seaton. We will miss his humanity. His caring for community. His clear, crisp writing. And above all, his presence.”

Hartley and Dave were among the organizers of the yearly Celebrate Winfield history conference that has morphed into Celebrate Cowley County, held the last Saturday in January.

Buzz Merritt, former long-time editor of the Wichita Eagle, said Dave Seaton was what every town in America needs.

“An editor of a local newspaper who has the necessary journalistic tools and instincts — including the hammers-and-nails parts — to produce an honest picture of the town’s strengths and weaknesses, but who combines those with the carriage, character, kindness, education and intelligence of a renaissance gentleman,” Merritt said. “Such people are rare.”

Dave took on many topics that affected the community in his editorials and in news writing. He supported campaign finance reform, public education, historic preservation and moderation in the Kansas Republican Party.

He worked against closing the Winfield State Hospital and Training Center, and fiercely advocated intervention to stop the war in Bosnia.

Some right-wing Republicans were sure he was a Democrat, and some left-wing Democrats were sure he was right-wing Republican, showing the editorials often hit the middle ground where Dave thrived.

Community leader

He was a long-time supporter of the Walnut Valley Festival, the Winfield Main Street program, local and state history groups, the development of Creative Community Living in the wake of the closing of Winfield state hospital, and the Martin Luther King Jr. Task Force and its yearly celebration.

Susan Lynn, editor and publisher of the Iola Register, said her connection to the Seaton family began in journalism but was fostered by a decade of annual trips to the music festival, where she and her husband “camped out” on the Seaton’s living room floor.

“In truth, the festival was our excuse to be their guests,” Lynn said. “The standard fare was politics, late into the evening and then again over long breakfasts. We could never get enough.”

Seaton was a champion for journalistic integrity and a cheerleader for everything Kansas, Lynn added.

“I put Dave on a pedestal alongside my father, Emerson Lynn, longtime publisher of The Iola Register,” she said. “That they were steadfast friends was testimony to their character. Both believed their newspapers could best serve the public by never shying from the truth.”

Doug Anstaett, former executive director of the Kansas Press Association, said Dave was foremost a journalist.

“He took his position as a community leader seriously, and always stood out as one of the top editorial writers in Kansas.”

Anstaett also praised Dave’s leadership of a project that led to a documentary on the life of William Allen White, world famous author of the Emporia Gazette.

His son, David Allen, took over as president of Winfield Publishing Company several years ago. He said he learned many things

Some right-wing Republicans were sure he was a Democrat, and some left-wing Democrats were sure he was right-wing Republican, showing the editorials often hit the middle ground where Dave thrived.



David Seaton and his son, David Allen Seaton, accepted the Gaston Outstanding Mentor Award in 2015 at the Kansas Press Association annual convention on behalf of the late Lloyd Craig, a long-time staff member of the Winfield Courier. David Allen Seaton was recently elected treasurer of the KPA Board of Directors.

from his father, but most important are values like patience, kindness, leadership, community service and dedication to family and friends.

Dave could be intense about his journalism and the success of Winfield Publishing.

“He could be demanding,” his son said. “But he also tried to operate Winfield Publishing Company as a family, and he believed in second chances.”

Like others, David Allen described his dad as a giant in community journalism in Kansas.

“He advocated for things he believed in and tirelessly supported the community around him,” his son said. “The number of boards and volunteer groups he participated in or led, both locally and statewide, seems Herculean.”

Dave Nichols, historian of President Dwight Eisenhower and former academic dean at Southwestern College, was a long-time friend of Dave’s.

Nichols and Hartley would meet Tuesdays at College Hill Coffee for lunch with Dave. Nichols called it the highlight of his week.

“There we would pretend we had the wisdom to solve the problems of the town, the state, and the world,” he said.

Both of them writers on historical figures, Nichols on Eisenhower and Dave on Sen. James Pearson, they “assisted each other and had lively political discussions,” Nichols said.

Dave’s uncle Fred Seaton turned out to be the hero in Nichols’ latest book on Eisenhower and Sen. Joseph McCarthy, Nichols said.

He particularly admired Dave’s editorial writing and “unapologetically copied his style for the conclusions of key chapters.”

Dave was worthy of praise to the end of his career, Nichols added, noting that Seaton wrote the April 18 editorial in the CourierTraveler warning of a hasty end to restrictions due to the coronavirus.

“The man was that good, right down to the end,” Nichols said.

NNA working to protect USPS from attacks

By Matthew Adelman, NNA

The National Newspaper Association is working hard for you in Washington, helping Congress to understand the urgent need to help community newspapers through the uninvited business interruption caused by COVID-19.

Recently, we sent members NNA's position paper on how Congress can assist. We know that congressional leaders are this week putting together an extension of the Payroll Protection Program loan assistance.

More than 70 percent of small businesses have applied for these loans.

Congress also can help by requiring federal advertising dollars to be directed to local communities where they are most needed.

And, as we hear nasty rumors that USPS may run out of money this fall, Congress ought to finally get off the mark and provide an appropriation for this critical agency.

Hold them accountable, newspaper people! There is no good reason to allow USPS to falter.

Now, your industry needs your help. Please take a look at our position paper ([go here](#)), and get it into the hands of your entire congressional delegation — senators and representatives.

You don't need a long cover letter. Just tell them: help! Newspapers are doing their parts in the communities. Congress must support this work.

Please use your best contacts with these offices. Reach out to the local district offices as well as those in Washington. You can find all of their information at www.house.gov and www.senate.gov. If you need help, email Tonda Rush, tonda@nna.org.

Hang in there! This is the challenge of our lifetimes. Our communities need us to weather this storm. I appreciate your friendship and your commitment.

Matthew Adelman is NNA president and publisher of the Douglas (Wyoming) Budget. Contact him publisher@douglas-budget.com



THE PUBLIC NEEDS THE TRUTH; NOT SOCIAL MEDIA HEADLINES & FAKE NEWS.

The future of our country depends on the ability of journalists to provide the public with investigative journalism.

Help show your support for quality, investigative journalism:

Donate to the International Consortium of Investigative Journalists today

<https://donate.icij.org/>

ICIJ The International Consortium of Investigative Journalists

Real, Reputable, Trusted. Your News Media.

Follow the conversation at **#SupportRealNews**

THIS PUBLICATION SUPPORTS REAL NEWS.

NEWS MEDIA
ALLIANCE