

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MAY 18, 2022

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Adam Strunk opines on how to handle questionable political ads and Clay Wirestone looks at ways to improve legislative transparency.

KPA CALENDAR

JUNE 9-10

Kansas Press Association learning event and golf scramble, Newton.

JUNE 18

Linda Denning retirement reception. To register, [click here](#).

OCT. 1

President's Gala, Newton.

NOV. 19

Photojournalism Hall of Fame induction, Topeka.

TODAY'S QUOTE

“A historian is often only a journalist facing backwards.”

– Karl Kraus,
Austrian writer, journalist

KU prof tests new newspaper model

LAURENCE – Business has changed since 1833. One would be hard-pressed to find businesses operating with the same model that was in place when Andrew Jackson was in the White House.

But in the case of newspapers, many are still operating with the same business model

established when Benjamin Day opened the first penny press nearly 200 years ago.

A University of Kansas professor of journalism is leading a project to test a new model based on research with publishers and readers to help rural newspapers adapt, survive and thrive.

During the COVID-19 pan-

demic, Teri Finneman, associate professor of journalism at KU, took part in an oral history project to help document the experiences of rural, weekly newspapers.

“We saw during the pandemic how absolutely critical it was to have a local news

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So you think newspapers are dead? Travis Mounts, Sentinel Newspapers publisher/owner and past president of the Kansas Press Association, thinks differently, as do several other Kansas newspaper staffers who have posted pictures of their cars filled with newly printed newspapers ready to be delivered to the post office, news racks or elsewhere. Why not [add your picture](#) to our Facebook page?

Deadline nears for June KPA event

Are you signed up for the Kansas Press Association's learning event and the annual Awards of Excellence presentation in Newton?

Join your colleagues at the Meridian Center in Newton on June 9 and 10 to learn and celebrate together after two long years apart.

The deadline for registration is just two weeks away, May 31.

The program includes topics such as innovative solutions for community journalism issues,

public notices and why they are essential to both the newspaper and the community, discussion of unique circulation ideas, a quiz-bowl style trivia game and much more.

Friday's session will culminate with the annual Awards of Excellence presentation.

You can download the entire event flyer [here](#).

You can register for the event [here](#).

Hotel rooms are very limited. You can reserve

See **KPA MEETING** on Page 3

Slimp is absolutely giddy about new keyboard, mouse purchases

If you've been around the newspaper business for 20 years or so, you might remember when a lot of folks referred to me as the "tech guru" of the newspaper world.

Beginning with my work with PDFs in the mid-90s, followed by a budding career as a traveling I.T. problem-solver, I somehow became the go-to technology guy in the industry.

That paid off in many ways for me, including a 20-year stint as the director of the University of Tennessee Institute of Newspaper Technology.

I wrote a syndicated column for 20 years related to newspaper technology. Quite a few software and hardware companies would send me their latest products, hoping I would include a favorable review in my column. It was often like Christmas when the FedEx or UPS delivery person arrived.

Packages from Adobe, Quark and others were standard fare in those stacks of goodies. Printers, mice and other hardware goodies were also common. I often would get to try out products before they were available to the public.

An Ivy League school sent me the first (at least the first that I know of) trackpad long before they were available on laptop computers. I called my work mates to my office to watch in amazement as I slid two fingers down the pad while the monitor screen moved in tandem with my fingers.

It wasn't unusual to have a stack of goodies just waiting for me to dig into them. These days, I buy software and hardware like anyone else. So, if I mention something in a column, you know I liked it well enough to spend my own money on it, which brings me to this column

My New Keyboard

Last month, I realized it was time to buy a new keyboard. My three Apple Magic keyboards were all showing their ages (two were less than a year old).

I put a lot of wear and tear on keyboards. I wondered if there might be a keyboard that would meet my needs better than the kind I had been using.

I diligently searched through reviews, only to find that almost every review I read recommended the same keyboard – and it wasn't from Apple. It was the Logitech MX Keys for Mac. (There is also a Logitech MX Keys for Windows machines).

After a month, what's my verdict

You've probably guessed that I wouldn't be writing about the MX Keys if I didn't love it, and you would be right.

There are so many features that make the MX Keys an excellent keyboard, but the feature I love best is the ability to control up to three computers simultaneously. More about that later.

My New Mouse

I quickly fell in love with my new keyboard and wrote a Facebook post about my experience. Soon, I was hearing from designers worldwide who had fallen in love with the MX Keys in much the same way as I did.

Soon I was getting comments from readers like, "If you love the MX Keys, you've got to get the MX Master 3 for Mac mouse!"

A quick look at Amazon made the decision easy, or so I thought, because \$99 is a lot for a mouse. So, I passed.

However, I couldn't get that MX Master 3 mouse out of my thoughts. How could a mouse be so great? All you do is point and click, right?

Finally, last week, I couldn't stand the suspense any longer. I dug into my wallet and placed an order for the MX Master 3 for Mac, and – good heavens – am I ever glad I did.

"What could make a mouse so great?" you ask. This mouse has more features than I dare attempt to describe in 800 words, so let me share just a little about my favorite features of the Logitech MX Master 3 for Mac.

☐ I can move between monitors with ease. "Big deal," you say. That wouldn't be such a big deal if you didn't know what was coming next. I can move my mouse between computers with ease. No, I don't mean I can switch Bluetooth settings or click a button on my mouse to change computers. I can slide my mouse from one computer monitor to the monitor of a different computer and control that computer. Yes, it's like magic.

☐ The mouse has programmable buttons that are pre-programmed to work specifically with the application you are using

So, if you're using InDesign, there are buttons that perform shortcuts in InDesign.

If you're using Microsoft Word, Illustrator, Photoshop, or whatever, the MX Master 3 knows what application you are using and changes its settings (invisibly to you) to work with that application.



Kevin Slimp

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See SLIMP on Page 5

Summarize your meeting before parting ways

Samuel, the ad manager at a community paper, told me about a simple technique his sales team uses at the end of meetings with prospects and clients.

“I once read that people remember only about 25 percent of what they hear,”



John Foust

he said. “That’s a harsh reality, because we focus our client conversations on things we think are memorable

“It’s painful to walk away from a meeting knowing that the person on the other side of the desk might forget three quarters of the discussion. Of course, we use ad examples,

charts and coverage maps to add visual elements to presentations, but they still forget a large percentage of what we talk about.

“We’ve learned that one way to deal with this problem is to summarize at the end of a meeting,” he said. “It’s an easy way to repeat the important points in a conversation. And a lot of times, we find out the other person has completely missed a key fact. A summary helps us clarify things and make presentations a little easier to remember.”

Samuel’s process has three steps:

1. Restate briefly. For example, a member of Samuel’s team might say, “Thank you for meeting with me today. To make sure we’re on the same page, let me recap what we’ve talked about. First, we looked at the target audience for your new Widget product, then you gave me a list of the most important features and benefits, then we talked about some special offers that could appeal to your customers.”

Notice how this brief statement hits the highlights in a logical sequence. There’s no need to go into great depth about everything which was discussed.

2. Confirm the information and ask for input. After the summary, it helps to nail it down by asking, “Does this cover everything?”

Even though it’s short, this is a crucial question. It is designed to give the other person permission to say they missed something which was covered – or even to say they would like to know something else. If something has been misunderstood, it’s better to find out now.

3. Include an action item. For instance,

“My next step is to start on that market report you want and get it to you by Monday. Will that work?”

This is the time to get some kind of agreement and advance the sale. If the other person is not yet ready to finalize things and sign on the dotted line, this keeps the dialogue going in a helpful, low-key way.

“An action step can make a conversation stick in the mind,” Samuel explained. “It gives the salesperson a specific reason to get back in touch. It lets the other person know to expect a call by a certain day.

When someone is waiting for information, an action step reduces the chances that an email or a voice mail message will be ignored.”

It’s all about creating memorable presentations. When advertisers and prospects remember the key points, they are more likely to buy.

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

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If the other person is not yet ready to finalize things and sign on the dotted line, this keeps the dialogue going ...

KPA meeting

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

There are five 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.

Thursday, June 9, 2022

10 a.m. - 4 p.m., Golf Tournament; 7

p.m. - 10 p.m., Hot Topics and Trivia.

Friday, June 10, 2022

8:30 a.m., Annual Meeting; 9 a.m. - 10 a.m., Blooper Breakfast; 10:15 a.m. - 11:45 a.m., Roundtable Session One or Community Journalism Training Session One; Noon - 1 p.m., Keynote and Lunch; “Revenue & Readership: Rescuing & Reviving Rural Journalism,” with Dr. Teri Finneman; 1:15 p.m. - 3:15 p.m., Roundtable Session Two or Community Journalism Training Session Two; 3:30 p.m. - 5 p.m., AOE Celebration, followed by adjournment.



THIS MONTH’S QUESTION

Q. What if I cannot make it to the AOE Celebration to pick up my awards?

A. Certificates and plaques will be shipped following the June event. However, shipping costs will be the responsibility of the news publication requesting delivery.

If you know you cannot make it to the celebration on June 10, please [fill out this form](#). After the event, the KPA staff will estimate the shipping costs and once the payment is received, the awards will be shipped.



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Let's get together in Newton, share ideas

In this day in age, we all seem unsure if we are coming or going. Now, add the journalism piece to this and we've managed to fill our schedule to the brim.

Not only are we rushing around to cram as many pieces into our daily time puzzle (or publication), but so many want answers in mere seconds.



Robin Wunderlich

I'm not sure about you, but one of the biggest headaches I face weekly is social media.

Even though it can be used as a tool to redirect consumers to our weekly publication, our office is faced with answering multiple questions that could

be easily avoided if they truly wanted to be informed about their community happenings.

Unfortunately, we live in a time where so many don't think of what is going on around them until they can visually see that items are being handled or left to fall apart.

I'll be honest, our office is not the best at utilizing social media or our website as a tool to get our product into the hands of consumers.

Part of this is due to the "babysitting" it causes, while the other is simple ... it's change.

It takes time to implement any and all changes, and time is something that so many of us can't risk giving more up.

I'm certain I'm not the only one who gets tagged on social media by someone wanting to know what is going on in the community, then trolling through the comments to see the amount of incorrect information being shared.

How do you handle this?

What are ways you've used social media in your business model?

Personally, I'm not sure there is one way to handle this, but rather several different paths one could take.

Regardless of the direction, though, we must get our products into the hands of our community members. We must continue to be true to ourselves and focus on the products we provide.

Please continue to forge ahead.

Join us for the annual convention June 9 and 10 as we will be "Together Again." We

will have roundtable discussions where we can share what has worked for us in recent times and items that our communities aren't willing to change.

Here are a few of the questions members would like to discuss:

- Advertising sales ideas.
- Subscription and single copy

prices and ideas for subscription drives.

Free resources for member newspapers.

What can print learn from digital-only publications?

What resources are available at KPA

(a new member session).

What can happen when we mess up a public notice.

As an added bonus, Dr. Teri Finneman of the William Allen White School of Journalism at the University of Kansas will be joining us to share her take on how we can rescue and revive rural journalism.

Robin Wunderlich is president of the Kansas Press Association for 2021-2022. She is editor and publisher of the Eureka News.

Bonar succeeds Denning at Ellsworth newspaper

By Alan Rusch
Ellsworth County I-R

A new leader is sitting in the publisher/editor chair at the Ellsworth County Independent-Reporter.

Recently, Karen Bonar of Salina assumed the duties for the I-R, the Marquette Tribune and The Magazine from Linda Mowery-Denning.

A 2020 inductee into the Kansas Newspaper Hall of Fame, Denning recently decided to "semi-retire" from the I-R after 50 years in Kansas journalism.

"I will still be around," Denning said. "But my main goal is to have more time for my first love – writing."

"When she approached me in 2021 to see if I was interested in assuming her duties as publisher, I was flattered," Bonar said. "Linda is someone who not only talks the talk, but has walked the walk. She went



Bonar

into Ellsworth and worked her tail off to build the newspaper into what it is today."

Bonar said she decided to take on this new role for one reason – she loves newspapers.

"It's just that simple," she continued. "I have watched strong newspapers crumble as newspaper ownership consolidates. My own family experienced this, when my husband's long-time job as a sports page designer at the Salina Journal was shipped to Texas. We watched our hometown paper become a shadow of what it once was. This is an unfortunate reality in many communities."

Bonar said Denning and Morris Multimedia have built a strong partnership and product.

"To be invited by them to herald the paper into the future is an incredible honor," Bonar said. "It will also fulfill my love of newspapers, and allow me to help ensure



Denning

its readers do not experience the loss of a strong newspaper as so many communities have."

"As I begin my new role as the publisher of the I-R, I feel the same responsibility," Bonar said. "Talented journalists and editors came before me to build and sustain this newspaper for 150 years. There also comes immense responsibility. I am aware of and ready for both."

Learning the lay of the land

During her time at the diocese, Bonar wrote several stories about activities at the Ellsworth Correctional Facility, and was always impressed with the town. She also became acquainted with Denning, who was on The Register's newspaper advisory panel.

"As I began considering this new role, I visited both Marquette and Ellsworth several times," she said. The Marquette Tribune is a sister paper to the I-R.

Bonar said Ellsworth has major employ- and also a downtown with few empty

KU study

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source. You couldn't get community-specific news about COVID anywhere else," Finneman said. "At the same time, we saw newsrooms closing. It hit me that this is the time to look at a new business model."

This summer, the project will implement and test a model that moves away from heavy reliance on advertising and cheap subscriptions. After a year of testing, if the new model is successful in use of memberships, e-newsletters, events and new content direction, plans call to distribute a new model available for rural weeklies across the country. The research is funded through an innovation grant from KU's William Allen White School of Journalism & Mass Communications and support from the Southern Newspaper Publisher Association and North Dakota, South Dakota, Nebraska and Kansas Newspaper Associations.

Finneman and research partners Pat Ferrucci of the University of Colorado-Boulder and Nick Mathews of the University of Minnesota conducted surveys with 132 publishers from the Great Plains states, primarily from newspapers in communities with populations of 3,000 or fewer. The publishers were presented with 15 potential revenue streams and asked which they would be willing to try. Respondents said they were most receptive to the traditional threads of advertising, subscriptions and legal notices. The least popular options were memberships, e-newsletters, government support and large private donations.

More than 400 readers in rural areas of these states were given a similar survey, asking in what ways they would consider supporting their local newspapers. Memberships, events and e-newsletters were among the most popular responses.



Teri Finneman

"We found there's a tremendous disconnect between what readers say they are willing to support and what publishers are willing to consider," Finneman said. "This business model we're testing is all about being proactive if the day comes when newspapers lose another revenue source in legal notices, having a safety net in place and evolving."

Forty percent of readers also indicated that they would be very likely or likely to donate, in addition to subscription costs, to their local newspaper. Finneman said the concept does have precedent in the United States, as both public television and radio receive government support and private support through donations.

In terms of the type of content they wanted to see, readers indicated they were most interested in reading about local events, feature stories and obituaries. They were least interested in reading opinion pages, which Finneman said is understandable in the age of social media, where opinion is available everywhere.

"People just want to read good news. We've heard that for years, but especially during the pandemic, that point was driven home," Finneman said. "We heard time and time again that people just want to read some good news and about things to do in their community."

The research team is now in the process of implementing the new business model with Kansas Publishing Ventures, which owns and operates Harvey County Now in Newton and the Hillsboro Free Press in Hillsboro.

Publisher Joey Young and the researchers are determining how the new model will be implemented and speaking with community members in the papers' readership area, as well as with press groups and communities throughout the Great Plains states.

The model will include membership

and the mouse, the Flow technology (which runs invisibly in the background) allows me to control the computer currently being used by the mouse.

That's right. No buttons to push; no settings to change. If I move my mouse from one computer to another, the keyboard automatically takes control of that computer. I'm now using one keyboard and one mouse instead of the three keyboards and three mice I was using before.

How much does all this cost? Logitech MX isn't cheap, but it's worth the price. The MX Master 3 mouse sells for \$99 (US),

while the MX Keys keyboard sells for \$119. Oh, by the way, the mouse is for right-handed users only. Yes, I know. Maybe it's time for my left-handed friends to start a social-media campaign to convince Logitech to create a left-handed mouse.

Now you know what I know.

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.

As the new model is tested, the research team and local publisher will conduct both publicity and educational outreach efforts to help inform local readers of the changes, how they work, the benefits, reasons behind the move and more. While the project is underway, the research team will also produce an oral history of the project, its implementation and potential to transform the industry that will be housed at the Kansas Historical Society.

Finneman, who with KU journalism students publishes the Eudora Times, said the project is intended to revive community journalism's business model and also to prevent news deserts from spreading. The project is also intended to help boost connections between community newspapers and their readers.

In one state, 63 percent of respondents said they did not know anyone at their local newspaper office but also indicated they would be twice as likely to give financial support to their local paper if they did know a journalist, editor or publisher.

Slimp

Continued from Page 2

□ OK, here's my favorite thing about this mouse. And, I've got to tell you, I almost fell over when this worked for me. After setting up my keyboard and mouse, using Logitech's "Flow" application, I could not only move between computers, but I could copy and paste between computers! I kid you not. No more airdrops or emails or sending files over the network.

□ Finally, when using both the keyboard

while the MX Keys keyboard sells for \$119.

Oh, by the way, the mouse is for right-handed users only. Yes, I know. Maybe it's time for my left-handed friends to start a social-media campaign to convince Logitech to create a left-handed mouse.

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

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

PUBLISHER – 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 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 ScottWesner@wesnermedia@gmail.com.

NEWS

REPORTER - Relocate to thriving, independent weekly that just won 40 KPA awards. Competitive salary, benefits, year-end bonus for upwardly mobile, enterprising, engaging general assignment reporter. Marion County Record. job@mnks.us.

REPORTER – Weekly Jefferson County newspaper seeking full-time reporter with editorship potential. Needing community-minded, self-motivated person preferably proficient in areas of reporting, editing, photography, and pagination; however, the job can be tailored to suit the skillset of a desirable candidate. Writing duties include county commission, city council, school board, feature stories, and sports. Send resume to vindicator@jeffcountynews.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](mailto:ChrisWalker@walker@emporia.com) (put reporter position in the subject line), or by mail to 517 Merchant, Emporia Kansas 66801.

NEWS 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. 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:KimMaguire@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 jelmqvist@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:KimMaguire@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

MARKETPLACE/CONT. FROM PAGE 6

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.

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

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

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

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

EDITOR/REPORTER – Come grow with us! The Community Voice, an award-winning multi-platform bi-weekly publication seeks an Editor/writer to join our team during an exciting chapter of innovation and growth. This individual will lead a small but growing team of journalists with the goal of expanding our relevance, impact and reach. The ideal candidate is a first-rate and creative reporter with expertise in creating content that is relevant to a diverse readership, and must have demonstrable cultural competencies covering communities of diverse backgrounds and issues. This person will report, write and manage reporters. Prior supervisory and content management experience, including work as an editor for a first-class college

newspaper, is preferred. This person will work in Wichita, KS. Our coverage area is the state of Kansas and the Kansas City Metro Area. Send resume, cover letter, reference and writing samples to gooch@tcvpub.com.

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

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

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.

NEWSPAPERS FOR SALE

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

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 **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.

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

PRODUCTION

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

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

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.

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.

Good communication helps with political ads

Many publishers and editors have been there during political season.

Your coverage has done everything it can to provide clear, objective and useful information to your readers. Then a political ad gets placed on production day that flies directly in the face of what you feel is a core mission to inform.



Adam Strunk

How do you handle that in a way that doesn't hurt the trust, reputation and relationship you've built with your audience?

These issues have generated long and, nicely put, heated conversations in our newsroom.

For us, I think what's important, more than the decision to run or decline the ad, is communication, both with staff and the community at large.

We want the information to be factual in our paper, but in another sense, we're a community paper.

Refusing to run anything that doesn't

align with our own personal beliefs helps reinforce the idea of bias many try to attack us with. I also would like to think that journalists sitting in my place who feel the opposite of me aren't refusing to run ads I might agree with. Seeing some of the stuff published at times, though, in Kansas, I'm not holding out hope.

We have one hard line in our newsroom: we will not run an advertisement that is provably false, incites violence, or is blatantly offensive to members of our community.

However, there are very few times we get the luxury of dealing with an issue so cut and dried.

Instead, most propaganda—and, in extension, political advertising—deals in half-truths, opinions, allusion and innuendo. That's where communication comes in.

We have a line between the editorial side and the advertising side within our company.

Our ad staff knows that news coverage is not influenced by advertising and not to imply otherwise. Our news staff understands the people on the ad side help keep the doors open, the lights on and do everything they can to bring in revenue

and not to begrudge them that.

Just because we've called an elected official a chump on the editorial page doesn't mean we get to be upset when they buy a banner ad.

But while a line exists, we also maintain a strong line of communication between the two sides.

I know when we're running these ads. We all have a say in evaluating these ads. And we make a decision about them as a management staff.

There have been times when we felt that an ad was misleading enough that it required clarification to be placed or an editorial or even a column written about it. There's nothing wrong with doing some reporting. Why is such an ad being placed in your paper? Who's it targeting? Why?

If that ad is local and not from some faceless lobbying organization, I usually give ad staff a heads up we are writing something so they can prepare for any fallout from the advertiser.

We ran a large ad placed through KPA in recent months from a lobbying organization working to paint public education

See **STRUNK** on Page 9

Bonar

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storefronts.

"It's been fun to watch via social media the local businesses and get to know them as a consumer," she said. "I look forward to getting to know many businesses as a newspaperwoman and publisher."

Newspaper people

Bonar and her husband, Erik, have a son, Brooks, who is in grade school. Erik is the executive director of First Tee Salina. Before that, he served nearly 20 years as a sports page designer for the Salina Journal.

"We are both newspaper people, and sometimes I think CMYK ink runs through our veins," she said.

Bonar grew up in Wichita, and graduated from Kapaun Mt. Carmel, where she was involved in journalism for three years.

"It started with photography, and, much to my teacher's dismay, I insisted on taking writing classes as well," she said.

Professional experience

Bonar attended Kansas State University in Manhattan and earned a Bachelor of Science degree in Journalism. While at K-

State, she worked for two student publications, the Collegian newspaper and the Royal Purple yearbook. She also was a photo intern at the Topeka Capital-Journal, the Hays Daily News and the Wichita Eagle.

After college, Bonar moved to southeast Kansas, where she worked as a staff photographer for the Independence Daily Reporter.

Bonar photographed the big and small events of life, including all the sports.

"Some Friday nights, I would photograph three separate football games in different cities," she said.

Next, Bonar worked at the Hays Daily News, covering mostly city government but the county, too.

In 2008, Bonar moved to Salina, where she was hired at The Registrar in 2016.

"I found myself in charge of producing a newspaper that went out twice a month to 31 counties across Northwest Kansas," she said.

"Being the editor of a small publication allowed me to wear every hat in the operation."

After about five years at the diocese, she was approached by a photography client, Kansas Wesleyan University, and asked to join the marketing and communications office.

"With my background in print journalism, I spent time researching regional newspapers and working on feature-style stories on students that would appeal to small-town newspapers," she said. "I also worked on Contact, the university's bi-annual magazine."

Listen and learn

"It is my job to listen and learn in my first year," she said. "I want to build a relationship and rapport with the communities. It's possible change will happen, but I am not coming in with guns blazing. The paper is strong, and I wish to continue to build on its strengths."

A team effort

Bonar said she is excited to begin working with the well-established team at the Independent-Reporter.

"Coming in and having writers and co-workers who have covered the community for many years is an asset," she said. "Linda's continued involvement to help me transition in is also a strength. She has a vast wealth of institutional knowledge, and I am so grateful for the opportunity to have her wisdom as I walk into this new role.

To sign up for a June 18 retirement reception for Linda Denning, [go here](#).

Simple reforms would promote transparency

Kansas Reflector editor Sherman Smith published a must-read analysis last week.

“How the Kansas Legislature avoids public scrutiny by hiding in darkness” included detail after detail showing how an institution with Republican supermajorities nonetheless takes shortcut after shortcut to conceal its actions.

Others have written about these problems before. The Kansas City Star published a whole series back in 2017. Each time journalists point out how bad things are, we hear a few shocked exclamations. Then everything falls back into familiar patterns, only worse



Clay Wirestone

That’s why we can no longer talk just about the problems. We have to highlight solutions

Thankfully, we don’t have to create those solutions from whole cloth. The Kansas Coalition for Open Government, which is sponsored by the Kansas Press Association, Kansas Association of Broadcasters and the Kansas Professional Chapter of the Society of Professional Journalists, has outlined eight proposals that would increase transparency and improve state government overall

The most important part of these proposals? They’re nonideological. They have nothing to do with what positions senators or representatives hold, or what bills they decide to pass. They simply allow Kansas residents to see what their government is doing. Smith listed them toward the end of

his analysis, but I’d like to tout them a bit more today.

Here’s the list, quoted directly from the analysis:

- ❑ Restrictions on the number of bills that can be bundled.
 - ❑ A requirement that all bills must have had a public hearing in order to be considered by the committee of the whole.
 - ❑ Limiting “gut and gos” to same-subject bills that have had a public hearing.
 - ❑ Requiring the public be notified of a bill’s hearing 48 hours in advance of the hearing.
 - ❑ Requiring all hearing testimony be posted online before a bill is considered by the committee of the whole, or within 48 hours of the end of a hearing.
 - ❑ Requiring that each legislator have access to bill language before voting on a bill.
 - ❑ Providing equal time to each person testifying before a committee, not equal time per side.
 - ❑ Requiring the name of the legislator sponsoring a bill. Note that these common-sense suggestions don’t require lawmakers or legislative leaders to change their minds. They simply ask them to listen to the people that they purport to represent. Fully half of the proposals focus on full and even treatment of public hearings. The other half make it easier to track legislation and understand what it does.
- So why don’t the folks running the Legislature do these things already?
- Because they know Kansans don’t support what they do. They don’t want to answer outraged teachers or parents as they attack public education. They don’t want to answer LGBTQ community members as they target transgender children. They don’t want to answer constituents as they under-

mine election law, threaten public health and exploit undocumented folks.

Back in April, as legislators embarked on a three-week break, I wrote: “Who asked for this disastrous Statehouse session? Certainly not Kansas voters.”

Anyone watching could see that leaders wanted to pass a far-right agenda no matter what, steamrolling more thoughtful legislators and the public alike. They wanted deep-red political wins to wound Gov. Laura Kelly as she runs for reelection.

The session didn’t end as poorly as it could have, but that hardly reassures.

The groundwork has already been laid, I fear, to employ even more brutal versions of these tactics next session. If Republican Derek Schmidt wins his campaign for governor over Kelly, many more ill-advised, unpopular bills could become law. Restricting abortion and LGBTQ rights, eviscerating public schools, eliminating public support for those most in need – the worst tendencies of an ideological echo chamber will be amplified throughout our state.

Leaders don’t want to be honest with you. They don’t want to be honest with their members. They want to do as little explaining or debating or listening as possible.

As Rep. Vic Miller, a Topeka Democrat, put it during a speech from the House floor last month:

“They don’t trust you enough to allow for the process to be full, which includes the opportunity to amend. And my goodness, when you’re in such control of the process, you shouldn’t fear the opportunity for someone to offer an amendment and to have it fully debated, even if you do not support it. Your voters do not send you up here to simply take orders. Don’t be sheep.”

If lawmakers truly want to pass harmful bills, they have that right. The Kansas GOP certainly has numbers on its side.

But no matter your political beliefs, no matter who you vote for on Election Day, you should expect legislators to act with full knowledge, after thorough debate. They should be proud to stand up and take a well-informed position

They should be eager to explain it to voters.

If they want to hide it instead?

If they seek power at all costs, rather than the right thing for their constituents?

If they object to this simple, eight-point list of reforms?

Well, it’s worth asking why.

Clay Wirestone is the opinion editor for [Kansas Reflector](#).

Strunk

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and the great job our local schools do in a negative light.

The communication on the ad gave me, as a managing editor, time to weigh if a response or clarification was necessary to publish and how to navigate feedback we got from our readers, many of whom strongly believe in the importance of public education.

After I sat through a few lectures, I was able to say, “You know what that ad helps pay for? A reporter in every single school board meeting, providing correct information. Who’s getting the better deal here?”

And readers heard that.

We write for a living, but sometimes, we forget to communicate with our readers about what we do or why we make decisions.

I don’t have a good, hard answer of what to do in responding to these ads, only to act in a way that’s honest with your readers when it’s needed. And often, in my experience, I know that if you make a decision and can provide a good reason explaining it, reasonable people will hear you out, even if they disagree.

Adam Strunk is managing editor of *Harvey County Now* and a partner in *Kansas Publishing Ventures* with *Joey Young* and *Bruce Behymer*.