

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION MAY 19, 2021

INSIDE TODAY

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His 2009 prediction about the viability of printed newspapers rang true. Newspapers are here to stay, Kevin Slimp says.

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John Foust says ad reps have a duty to identify their clients' "blind spots." It's all part of marketing.

PAGE 4

KPA president Joey Young takes a deep breath, goes back to school, and says it isn't half bad.

PAGE 6-7

A number of new job openings are listed in the Publisher Marketplace.

KPA CALENDAR

MAY 20-21

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

MAY 31

Deadline for Kansas Newspaper Hall of Fame, Clyde M. Reed Jr. Master Editor and Gaston Outstanding Mentor nominations for 2021.

JUNE 10

KPA golf outing at Sand Creek Station, Newton.

JUNE 18

KPA 2020-21 Awards of Excellence Celebration, 11:30 a.m. This is also a virtual event.



Kevin Slimp will talk about how to design more effective ads during the upcoming joint convention between the Kansas and Colorado Press Associations. Thirty different speakers are on the schedule.

Deadline looms for convention

The first-ever joint convention of the Colorado Press Association and Kansas Press Association is scheduled for this Thursday and Friday, May 20 and 21. Once again, it will be a virtual convention.

Over the two days, participants will be able to network with peers across the state and into a neighboring state, share ideas and learn from industry experts to produce better journalism, build more innovative and sustainable businesses and contribute to stronger and more informed communities.

The full schedule is detailed below and the fee is just \$59 per newspaper with no extra charge for additional attendees.

Emily Bradbury, KPA executive director, said the lineup has something for everyone.

"We're excited to offer this wide-ranging list of opportunities from sales development to newsroom management and just about everything in between," she said. "Having the convention virtually has increased our ability to offer such deep content dives for our members."

[Click here to register.](#)

Deadline for signup is 5 p.m. Wednesday so those signed up to attend can receive their email instructions and codes on how to tune to each of the sessions.

See CONVENTION on Page 4

It's time to hang up the lobbyist badge

By Doug Anstaett

KPA consultant and lobbyist

At times, it appears the legislative process moves at a snail's pace.

After 18 years as a Kansas Press Association lobbyist, I can attest to that premise.

However, victory at the Statehouse is not just judged

by what you get done, but by what you keep from being done to you.

Former lobbyist Richard Gannon taught me two important things when we joined forces at KPA way back in 2004.

Gannon had served three terms in the Kansas Senate

from northwest Kansas, so he knew the legislative process inside and out. So, what were those two lessons?

The first was a disappointment to anyone who believes "right" always wins out in the end. He told me: "It's not about

See LOBBYIST on Page 5

Making plans for next 10 years: Newspapers vital to healthy communities

In my previous column, I mentioned that there seem to be a lot of positive feelings in the community newspaper industry right now.

Four weeks have passed since I wrote that column, and I'm even more convinced that good things are happening at many of our papers.

Just before sitting down to write this column, I interviewed a new graduate of the University of Tennessee School of Journalism for a collegiate journalism conference I'll be speaking at this coming Friday.

Two years ago, he came by to see me to tell me he changed his major from computer engineering to photojournalism. Recently, he landed a dream job as a journalist, his future is bright, and I asked if he was glad to have changed majors.

He visibly rose from his seat with enthusiasm as he answered, "Oh, yes. I am so glad. There's no looking back!"

Like a lot of folks, I've been living and working out of my home for the past 15 months and I was excited to have lunch with Dale Gentry, publisher of the Jefferson City, Tenn. newspaper last week. It was my first in-person business meeting since March 2020.

His official reason for asking me to lunch was to discuss plans for a redesign at his newspaper. As we visited, I was able to ask about his paper and was glad to learn that things are going quite well at the Standard-Banner. Dale was very enthusiastic about the future and is looking forward to the energy created during a redesign.

The reason I'm writing this column in the middle of the night (It's 11 p.m. on Sunday night), is because there is such a demand for training right now from newspapers.

My normal workday begins around 9 a.m. and ends around 2 a.m. The requests aren't for any specific area of training. It just seems like publishers are looking forward to a return to "normal," and are ready to invest in improving their products.

You may have read some of the col-

umns I've written about Affinity Publisher, the software that's poised to give Adobe InDesign a run for its money.

Those of you that know me know that I'm an Adobe guy. I'm not going to be tossing out InDesign and Photoshop anytime soon.

But after leading several Affinity training sessions over the past six months, I'm convinced Affinity will eventually own a big chunk of the newspaper software market. Just this past week, I taught three half-day classes for a national newspaper group. I've received requests from community papers and groups across the U.S., wanting to know when they can be trained to use the software. Some are even asking

for help creating new templates in Affinity Publisher.

My guess is the primary reason Serif, Inc. (maker of Affinity) isn't making a bigger push in the U.S. newspaper market is because they are having so much success in Europe. I'm quite certain we'll be hearing a lot more from the folks at Serif in the not-too-distant future.

I'll also be interviewing Joey Young, the young publisher who has gained quite a bit of national attention for the work he's doing in Kansas.

I remember like it was yesterday, Joey sheepishly walked up to me at a newspaper convention in Des Moines and asked my advice about starting a new community paper in his hometown. That was about eight years ago, give or take a year. He told me he knew he could start a successful paper.

The last time I counted, Joey had four publications in Kansas. Every time I visit with Joey, I come away even more enthusiastic about the future of community newspapers.

It's now been 12 years since I made that now-famous bet with the renowned journalism educator that there would still be newspapers standing after 2018.

I knew then that newspapers weren't going away anytime soon, and I'm more



Kevin Slimp

It's now been 12 years since I made that now-famous bet with the renowned journalism educator that there would still be newspapers standing after 2018. I knew newspapers weren't going away ...

2020-2021 KPA BOARD

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You've got to help identify clients' blind spots

When we learned how to drive, we heard about blind spots. Those are the areas which are not visible in our rear and side view mirrors. As a result, we have to be extra careful when we change lanes.



John Foust

The term "blind spots" has become popular in today's business environment. It refers to significant things that are not acknowledged or given fair consideration by management. Outside observers are often perplexed by the fact that certain obvious factors are always ignored.

Blind spots are common in the advertising business. Let's take a

look at a few examples:

1. Family. This can be a big blind spot in family-owned businesses. It's a clear sign if you hear something like, "My grandfather wrote our ad slogan, and if it was good enough for him, it's good enough for me." Or, "My son just finished a marketing class, and he's got some good ad ideas." Or, "My niece says we need to have a bigger presence on social media."

2. Do-it-yourself mentality. A lot of entrepreneurs and Mom-and-Pop businesses are used to doing just about everything them-

selves. They don't like to delegate tasks and they resist outside help. They hire and fire, they set office policies, they select inventories, and they keep their own books.

They also maintain tight control of their marketing. In their minds, no one could know more about promoting their businesses than they do.

3. Competitor distractions. Someone told me about his experience in working for a furniture manufacturer. His company suddenly started losing orders, because a competing company was dramatically cutting prices. His CEO called an all-staff meeting and announced that their new focus was to beat the competitor at their own game.

"From that point on," he said, "it was like Captain Ahab going after Moby Dick. But along the way, we lost our focus on quality, which had been our big selling point. It was like the CEO became blind to what we had going for us all along. It took a while to regain our balance in the market."

Some advertisers make the same mistake. They spend so much time thinking about their competitors that they lose sight of what dif-

ferentiates them in the marketplace.

4. History. We're all products of our past experiences. It should be no surprise when we encounter otherwise savvy business people who are wedded to old media choices – or

old ad campaigns – even if those choices are no longer producing results. There may be long-standing relationships with those media outlets. Or there may be a bias against a particular newspaper or newspapers in general.

Blind spots are real, but not necessarily fatal for an ad campaign.

After all, we have blind

spots, too – and some of them involve our perspectives on advertising.

How should you handle an advertiser with a blind spot that is blocking the way?

A good place to start is to look for common ground and bite your tongue if you are tempted to criticize.

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

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It should be no surprise when we encounter otherwise savvy business people who are wedded to old media choices or ad campaigns, even no longer productive ones.

KPA NETWORK WINNERS FOR APRIL

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in April 2021.

If you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. So a \$1,900 2x4 ad will bring the selling newspaper a profit of \$950. Let KPA help you place in other papers, and share the commission.

KCAN — Miami County Newspapers, one ad for a profit of \$150.

KDAN — Rural Messenger, five ads for a profit of \$1,760; Chanute Tribune, one ad for a profit of \$500.

DIRECT PLACEMENT — Eureka Herald, Hays Daily News and Rural Messenger.



THIS MONTH'S QUESTION

Q. When will the annual Awards of Excellence virtual presentation takes place? It's not on the agenda for the joint Kansas/Colorado convention Thursday and Friday.

A. We've set aside time at 11:30 a.m. Friday, June 18 to present our video display of the 2020-21 winners. We wanted to give this year's event special emphasis at its own time because of all that our newspaper staff members have gone through during the past year's pandemic. We'll have more soon on that.

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Sharing what we do provides valuable insights

There is very little I have hated more in life than school.

I was an absolute class clown, especially in classes I didn't like. If you were to survey my high school teachers, I am positive my math and science teachers wouldn't remember me fondly.

I was always someone who just wanted to jump in, make mistakes and learn by doing. I hated to study, and I hated homework even more.



Joey Young

I quit the football team my sophomore year so I could get a job and work after school. A car, gas and insurance doesn't get paid for with pass protection and knocking heads with kids from Salina.

This mentality continued as I graduated high school and moved on to the 13th grade ... ummm, I mean Buhler High School West ... ummm, I mean Hutchinson Community College.

I took college algebra three times. The first two times, I slept more than I took notes, and the third time, I did eventually pass (barely) but not before asking my best friend if he would take it for me if I signed up online and figured out a way around taking tests in person (Like I said, I wasn't always the best kid in the world).

I even told him that I would shave my head and wear glasses in public to keep up the kayfabe. He refused, even after I offered payment, and he reminded me I

could pass it if I tried, and I did, but like I said, barely. I got done with HCC, took a job in Halstead as a reporter, and vowed never to go back to school if I could help it.

That little trip down Joey memory lane is brought to you by my recent decision to sign up for school through the Small Business Administration.

I am in the middle of taking the SBA Streetwise MBA program along with about 25 other business owners throughout the state. What the hell was I thinking?

I thought this class would be something interesting and something I could use to improve our business, just like taking a class from Kevin Slimp on design or best circulation practices.

No homework, easy stuff to implement and get instant results – at least that is what I thought.

Boy, was I wrong.

This class is intense. There is reading, homework and CEO Mentoring Groups that are a mandatory part of the program.

My first instinct after the second session was to politely bow out, focus on the business and tell myself I don't need this schoolin' stuff. I resisted, though, and am happy I have. Maybe I grew up over the last few years. I didn't even ask any friends to take the class for me.

The class has forced me to look at our business as an entrepreneur and not a

reporter or newspaper guy. I think all of us could stand to do this a bit more. This is a business, after all.

I have had an opportunity to talk about sales, circulation, benefits for employees and a host of other things with a group of people not in our business, and so far, some of the insights have been very helpful.

Business cohorts where we can meet with other business owners, talk about challenges, how to grow, etc., is intensely useful. We have all signed NDAs so we can feel safe to share, talk and be honest with one another. I think this type of practice could be intensely helpful to newspaper owners, but recreating it could

be challenging, for sure.

Class goes through October, and I take something new from every session. In my next column, I'll go over some of the things we are implementing due to this class. After I am done, I might have to look up some of my high school teachers

and apologize for being such a pain.

Now that I am an adult, I probably owe them a bottle of whatever they like to drink in compensation.

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

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Convention

Continued from Page 1

The annual Awards of Excellence presentation, usually conducted during the annual convention, won't take place until June, so stay tuned.

Following is the schedule for each day:

Thursday, May 20

9 a.m. to 10 a.m. – Audio Articles and Autonomous Podcasting, with Matt Larson, president and CEO of Our-Home-town.

10 a.m. to 11 a.m. – Collaborating for Success, keynote address presented with Laura Frank, executive director of the Colorado News Collaborative.

11 a.m. to noon – Reporting on Race: Here's How We Can Do Better in 2021, with Ron Smith, editor, Milwaukee Neighborhood News Service.

11 a.m. to noon – Government Responses to Platform Dominance, with David Chavern, president and CEO, News Media Alliance.

Noon to 1 p.m. – Mis- and Dis-information Panel, led by Sandra Fish and including Nora Benavidez.

Noon to 1 p.m. – Integrating Newsletters into Your Newsroom, with Chris Soopher, CEO, WhereWith.US & Letterhead, and Rebekah Monson, co-founder and COO, WhereWith.Us.

1 p.m. to 2 p.m. – Daily Editors and Publishers Roundtable. Grab your lunch and join colleagues from Kansas and Colo-

rado to share ideas and discuss industry trends in the two states.

1 p.m. to 2 p.m. – Nondaily Editors and Publishers Roundtable. Grab your lunch and join colleagues from Kansas and Colorado to share ideas and discuss industry trends in the two states.

1 p.m. to 2 p.m. – Digital Roundtable. Grab your lunch and join colleagues from Kansas and Colorado to share ideas and discuss industry trends in the two states.

1 p.m. to 2 p.m. – Ad Sales Roundtable. Grab your lunch and join colleagues from Kansas and Colorado to share ideas and discuss industry trends in the two states.

2 p.m. to 3 p.m. – Collaborating on Big Reporting Projects, a conversation with Niki Turner, Priscilla Waggoner and Susan

See SCHEDULE on Page 8

Lobbyist

Continued from Page 1

who is right or wrong, but about who has the votes.”

His second point: “I’ve discovered something rather shocking; you don’t have many friends in the Capitol.”

Ouch! That second one hurt. Then again, we in the newspaper industry know our job is not to be liked, but to promote progress, be community builders and hold elected officials accountable.

We didn’t have as many successes and probably suffered a few more setbacks than we would have liked through the years, but governmental transparency is still high on the legislative agenda and public notices are still in printed newspapers.

Will we continue to, as Rich and I always described it, “keep the wolf away from the door” on public notice, the single biggest issue for most KPA members?

Protecting public notice certainly will remain the top priority for your association going forward, but let’s face it: while we are “right” on the issue, more and more legislators are coming to Topeka with marching orders to cut expenses for cities, counties and school districts back home and to punish those whose job is to hold them accountable.

So, what has KPA accomplished in the past almost two decades? I’ll rank my top picks in order of importance from my perspective as a former editor and publisher:

(1) Passage of a Reporter’s Shield Law in 2011 to provide a layer of protection to reporters facing potential legal jeopardy.

(2) Passage of the Lew Perkins provision, which opened all public official compensation records, including separation agreements. Thanks again to the Lawrence Journal-World for winning the lawsuit in 2005 against the University of Kansas’ former athletic director that led the following year to this landmark legislation.

(3) Relaxation of rules on probable cause affidavit requests, although numerous obstacles still make the process cumbersome.

(4) Passage of a prohibition against serial meetings, when a majority of a public board meets outside a scheduled meeting to discuss public policy issues and attempt to reach consensus.

(5) Passage of Anti-SLAPP legislation, which bars some Strategic Lawsuits Against Public Participation. This blocks deep-pocketed corporations and others from using their money and influence to



Doug Anstaett is retiring as KPA lobbyist following his 18th legislative session. The statue in the background at the Kansas Statehouse is of William Allen White, the Sage of Emporia.

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There will be prizes, food and fun! You won't want to miss it!

See COLUMN on Page 8

MARKETPLACE

MANAGEMENT

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

NEWS

JOURNALIST WANTED – If you are an eager, hungry journalist with feet planted firmly in both the old-school print as well as the digital and social media worlds, the Great Bend Tribune, a sweepstakes award-winning daily, is looking for you. We need someone in our newsroom with a nose for news and the stories behind the stories. They must be reliable, accurate while being great communicators comfortable with the diverse platforms used by newspapers today. Job entails beat reporting, updating social media sites, and creating news content the Tribune and its special sections. There will be evening and weekend work. If this fits you and you want to be a part of our news team, please send letter, writing samples, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

REPORTER – 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.

NEWSPAPER/MEDIA INTERNSHIP – Paid newspaper/media internship available summer 2021 at Garnett Publishing, Inc., in Garnett, Ks. Applicants should have demonstrated writing/reporting ability. Functionality in photography/layout, audio/video a plus. Preference to conservative-leaning applicants with membership in campus or other conservative organizations. Internship is 6 weeks + or -. Garnett is one hour southwest of KC area, hour south of Lawrence. Send letter & clips to intern@garnett-ks.com.

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.

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

MARKETPLACE/CONT. FROM PAGE 6

steve.haynes@nwkansas.com EOE/M/F/D/V
(1-4)

ADVERTISING

MAJOR ACCOUNTS SALES EXECUTIVE

– The Lawrence Journal-World in Lawrence, KS is seeking a motivated salesperson to join our advertising sales team. As the Major Accounts Sales Executive, you will call, email, and visit major accounts, discover their needs, and present proposals that will help them reach their goals through advertising in the LJW print newspaper and LJWorld.com, KUSports.com and other digital products. If you like meeting with clients and have strong presentation and computer skills, then we want to meet you. A college degree and experience in sales are preferred. Cold calling is an essential part of this job. Reliable transportation is a must. Base salary starting at \$32,000 plus strong commission plan. Salary will depend on qualifications and experience. Benefits include paid time off, paid holiday, insurance and 401k. Interested? Email your resume and cover letter to advertising@ljworld.com.

RETAIL ACCOUNT EXECUTIVE – The Great Bend Tribune is seeking a full-time Retail Account Executive or Sales Team Leader to join their award-winning team. This strategic position will be responsible for bringing innovative advertising solutions to local businesses in Central Kansas. The right candidate will be a resourceful, performance-driven professional that has the tenacity to grow sales and market our customers. Computer and presentation skills are required for this position as well as a good driving record and reliable transportation. The ideal candidate will have experience selling both print and digital advertising with a proven track record of delivering meaningful and compelling solutions for clients. He/she must be a team player willing to inspire and be inspired by being part of a dynamic media company focused on customer service. Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use professional selling techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share. Compensation includes a base plus commission with established account list and benefits. To apply send your resume and cover letter to: Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: mhoisington@gbtribune.com

PRODUCTION

FULL-TIME PRESS OPERATOR - Montgomery County Media, LLC is seeking a full-time

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

PART-TIME PRESS OPERATOR – The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact jaudus@gbtribune.com.

PRINTING OPTIONS

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

WE WANT TO BUY A NEWSPAPER

Veteran newspaper couple committed to purchase county seat weekly or twice weekly as owner/operators. Looking for strong community to set down roots and become active citizens and volunteers. If you have a respected publication that you would like to see nurtured and grown for decades to come, give us a call. We are not a chain, nor do we have any desire to become one. We will respect your legacy and are committed to continue the proud tradition of community journalism. It is needed now more than ever. Jamey and D'Anna Honeycutt 918-404-5119 or email jameyhoneycutt@hotmail.com

NEWSPAPERS FOR SALE

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

KPA STAFF

Emily Bradbury

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Schedule

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Greene.

2 p.m. to 3 p.m. – Your Success & The Relevance Project, with Tom Silvestri, executive director.

3 p.m. to 4 p.m. – How to Use COLab, the Colorado News Collaborative, with Laura Frank, executive director.

3 p.m. to 4 p.m. – Using FREE U.S. Census Data to Report on Your Community, with Bianca Gamez, senior media specialists, U.S. Census Bureau.

4 p.m. to 5 p.m. – Academic Roundtable, with newsroom and academic representatives discussing ways to partner on curriculum.

4 p.m. to 5 p.m. – Growing Your Email Newsletter List, with Claudia Laws, marketing and analytics director, The Salt Lake Tribune.

4 p.m. to 5 p.m. – Deepening Your Newsroom Coverage of Communities of Color, with Tina Griego, journalist, Colorado News Collaborative.

Friday, May 21

9 a.m. to 10 a.m. – Journalists Need to Advocate – for Journalism, with Angie Howes and Katie Wolf Perkins, lobbyists, and Susan Greene, COLab.

10 a.m. to 11 a.m. – Show, Don't Tell – The Power of the Case Study in Selling Ads, with Charity Huff, CEO, January Spring.

10 a.m. to 11 a.m. – The Art of the Interview, with Susan Greene and Tina Griego, journalists, COLab.

11 a.m. to noon – Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues, with Jim Pumarlo, author, "Community Newsroom Success Strategies."

11 a.m. to noon – Campaign Strategies

to Drive Donations, with Claudia Laws and Liz Morales, director of supporter and corporate relations, Salt Lake City Tribune.

Noon to 1 p.m. – How to Cultivate – and Keep – Sources, Susan Greene, COLab.

Noon to 1 p.m. – Finding Our Way Without Losing Ourselves, with Ross McDuffie, vice president, sales and marketing, Capital Newspapers.

Noon to 1 p.m. – Building Reader Trust, with Lynn Walsh, assistant director, TrustingNews.org, and Scott Yates, founder, JournalList.net.

1 p.m. to 2 p.m. – 9 Things to Get a Handle on Before Launching a Membership Program, with Ariel Zirulnick, fund director, Membership Puzzle Project.

1 p.m. to 2 p.m. – Using the Tools of Investigative Reporting, with John Ferrugia, investigative journalist, COLab.

2 p.m. to 3 p.m. – Beyond the Inverted Pyramid, with Tina Griego, COLab.

2 p.m. to 3:30 p.m. – Increase Your Revenue by Designing More Effective Ads, with Kevin Slimp, speaker, Newspaper Academy.

3 p.m. to 4 p.m. – Adobe Tools, with Russell Viers, speaker and photographer.

3 p.m. to 4 p.m. – Journalism Ethics in Practice, with Fred Brown, adjunct instructor, media ethics, Denver College, and Laura Frank, COLab.

3 p.m. to 4 p.m. – Succession Planning for Owners and Newsroom Leaders, with Elizabeth Hansen Shapiro, CEO and co-founder, National Trust for Local News, and Jim Iovino, West Virginia University.

KPA sponsors for the event include eType Services, Midwest Energy, Kansas Farm Bureau, Kansas Gas Service, Coda Ventures, Eureka Herald, Blue Cross and Blue Shield of Kansas, TownNews, ModuList, Our-Hometown, BOK Financial, AARP, Kansas Electric Cooperatives and Kansas University.

create a stronger product, draw more readers and attract more advertisers. What we do is incredibly important, and this is the time to let our communities know that we did, indeed, make it past 2018. Let your readers know you're making plans for a future in which the local paper remains a vital component of a healthy community.

If anyone wants to make a bet, I'm betting most of us will still be around in 2028.

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.

Anstaett

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suppress information.

(6) Protection of printing of constitutional amendments in newspapers.

(7) Tightening the process for going into executive session to discuss certain issues.

(8) Broadening the Kansas attorney general's latitude to pursue and work out consent decrees on Kansas Open Records Act and Kansas Open Meeting Act violations.

Our greatest failure? We tried for years to get some semblance of fairness in the way costs are figured for KORA requests.

City councils, county commissions and other public agencies fight tooth and nail to keep such legislation from moving forward.

I'll be 70 years old in July, so I'm going to back away from my lobbying assignment to free up time for travel, time with the grandchildren and continued nurturing and development of our farm a few miles south of my hometown of Lyndon.

It has been a joy most times, but too often it's been a frustrating, forehead-slapping chore to represent our industry in Topeka, where transparency gets lip service when it's convenient at election time but not when our issues arise.

Even though elected officials talk a good line, we are a few levels down the food chain among lobbyist organizations in Topeka. You won't be surprised that at the top is Kansans for Life, followed closely by the NRA/KRA gun rights folks.

Right behind them is our chief opponent on access to criminal records and body-cam videos, the law enforcement lobby. Our limited success in that area is because police chiefs, sheriffs and prosecutors exert tremendous influence among legislators – and the public as well.

I'll continue to follow issues and put out the monthly Kansas Publisher for at least another year. When you've got ink in your veins, you can never really "get out."

The fight will go on, of course, at the Kansas Legislature. Please put your full support behind whomever is chosen to lead the charge during the next legislative session.

And, of course, thanks for the opportunity to serve the Kansas newspaper industry.

Doug Anstaett is a former reporter, newspaper editor and publisher and the former executive director of the Kansas Press Association.

Slimp

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confident than I have been in years about the future of community papers. I still want to get t-shirts printed that say, "Kevin was right!"

Well, what do you know? I made it to 800 words before midnight. I'm never at a loss for positive things to say about the community newspaper industry. I'm proud to be associated with this family.

Let me suggest, as we move back to a period of "normalcy," you take a look at your newspaper to see what can be done to