

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

MAY 20, 2020

KPA's convention reset for Aug. 13-14

The annual convention of the Kansas Press Association has been rescheduled for Aug. 13 and 14 in Newton.

However, the staff will continue to monitor the coronavirus situation.

INSIDE TODAY

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Kevin Slimp provides some ideas on how to bolster your revenue during the pandemic.

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Preach about benefits in your advertising, not the features of products and services, says John Foust.

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KPA president Joey Young wants Kansas newspapers to strongly consider jumping aboard its attempt to save public notice for the foreseeable future, improve the customer experience through eNotice.

PAGE 8

KPA Executive Director Emily Bradbury encourages members in the face of COVID-19.

KPA CALENDAR

AUG. 13-14, 2020

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

DEC. 15, 2020

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



The Kansas Press Association moved into its new facility on West 7th Street in Topeka in September 1987 after more than four decades in the down-

town area. The KPA's new mailing address is #351 4021 SW 10th St., Topeka, KS 66604. The staff will continue to work remotely for now.

The end of an era: KPA building sold

Yielding to the reality that the industry has changed radically over the past two decades, the Kansas Press Association Board of Directors has sold its building in Topeka.

While the sale price of \$150,000 was disappointing, ongoing expenses at the facility simply became unmanageable, said Emily Bradbury, KPA executive director.

"Certainly, our building was

worth much more at one time, but real estate professionals told us the COVID-19 grip on the economy would likely continue for years, especially in the commercial real estate market," Bradbury said.

In addition, several businesses including the Ramada Inn, a large nursing home and others had recently vacated the immediate area.

The building was put on

the market before the former KPA executive director, Doug Anstaett, left in July 2018, but interest had been minimal at best since that time.

"Property taxes alone on the building were more than \$16,000 a year, and fixed expenses ran nearly \$40,000 a year," Anstaett said. "We could not absorb those costs because, like our newspa-

See BUILDING on Page 5

AG seeks guidance on KORA cost guidelines

The Kansas Attorney General's Office is inviting public comments on proposed new guidance for enforcing the Kansas Open Records Act requirement that the cost of staff time charged for responding to open records requests be reasonable, Kansas Attorney General Derek Schmidt said.

The KORA allows public agencies to charge reasonable fees for staff time to respond to open records requests, but it does not define what constitutes "reasonable" fees. To help provide certainty to both

public agencies and people who request records, the attorney general's office is proposing to publish formal guidance on how it will approach disputes about whether staff-time fees are reasonable.

"We think this approach can help everybody know what to expect and to follow the law," Schmidt said.

The proposed guidance:

See KORA COSTS on Page 8

How to generate revenue in times of crisis like this

It's a crazy time for all of us. I'm not telling you anything you don't already know. Like many of you, I've been working out of my home office for six weeks.

Not only am I a little stir crazy from being home all the time, I'm a little anxious about the reduction in income related to COVID-19. I'd like to share a few things I've done to increase revenue during this period while building new business for the post-COVID-19 world.

Until six weeks ago, I earned a living in two primary ways. I own a book publishing company which employs a few folks. We publish books by well-known authors. This includes everything from editing manuscripts and designing pages to marketing and promoting the books. Interestingly, most folks I speak with outside the book business think people are probably ordering a lot of books right now.

You might be surprised to learn that, like most other expenses, people have – for the most part – quit buying books. Our sales have dropped more than 90% since early March.

My other primary method of making a living is through speaking at conferences and leading webinars. Like many of my speaking friends, our schedules went from quite full in the spring and summer of 2020 to nonexistent. Of a dozen or so speaking events I had scheduled, other than one, all have canceled or postponed.

I saw three choices:

1. We could count on COVID-19 to pass quickly and just keep doing things like we always have.

2. We could find new ways to bring in revenue to get us through the COVID-19 period.

3. We could throw in the towel.

I chose option 2. We began looking

for ways to bring in new revenue while our traditional methods of income are taking a hit.

We came up with several. In a strange turn of events, we had to bring in more staff to deal with all the projects we've begun. It's very likely, when things get back

to "normal," we will be a much stronger company because of the plans originally made to deal with the current crisis.

So how does this relate to newspapers? Many of you are in the same place. Hopefully, my friends at papers in the U.S. were fortunate enough to qualify for PPP loans from the Small Business Administration. Those help, but they are not a permanent solution.

Let me suggest three ideas:

1. Find ways to bring in new revenue through your traditional newspaper. A publisher friend in Minnesota and I were talking in the wee hours of the morning a few days ago.

She said, "Give me an idea to bring in revenue. I am all out of ideas."

I suggested she contact local advertisers in her very small town and get them to go in together to

sponsor two-page spreads each week to honor the high school graduates in the area. Combined with the feelings of regret a lot of folks are feeling for graduates missing their proms, graduations, etc., this would give area advertisers a way to honor their graduates all summer.

And yes, it could bring in significant revenue for the newspaper. The conversation ended with "You may have just saved my newspaper."

2. Find ways to use the tools on hand to bring in new revenue. I led two webinars in April related to publishing books for local authors.

Afterwards, I heard from several of the

attendees that they were going to begin the process of helping local authors self-publish books right away. Using staff, hardware and software they already have, a lot of newspapers can begin spreading the word and authors will show up with revenue-

producing work.

How could your newspaper think out of the box and offer new services that would benefit your community and bring in revenue at the same time?



Kevin Slimp

Not only am I a little stir crazy from being home all the time, I'm a little anxious about the reduction in income related to COVID-19, too.

2020-2021 KPA BOARD

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See SLIMP on Page 8

Preach the value of product benefits, not features

Rob is the marketing director for an outdoor apparel company. I remember a conversation with him about his philosophy of promoting their products.

"It's all about benefits," he said. "Every time a new product is developed – or an existing product is improved – my task starts with learning the features and translating those features into marketable benefits.

"I meet with the research and development team and ask questions like, 'Where did this idea come from?' and 'Why did you decide on these specific changes?' I want them to walk me through their thought process, so I can understand how the product enhances our customers' outdoor activities.

"There's a chain of communication," he explained. "I share the relevant details with our sales team, so they can present the new product to stores that sell our products. That includes providing them with information the stores can communicate to their customers. Of course, all of that is coordinated with our international brand marketing.

"At every step along the way, the focus is on features and benefits. For example, we use wicking fabrics in many of our products.



John Foust

A shirt which is made of wicking material draws perspiration away from the body and to the exterior of the shirt, where it can easily evaporate. A shirt with wicking fabric is cool and comfortable – and that's important to active people. The word 'wick' doesn't mean anything to a lot of folks, so it needs a good benefits-oriented explanation."

There's a reason why advertising veterans have always preached the value of product benefits. People don't buy features, they buy benefits. If that strategy is good enough for a successful international company, it's good enough for the businesses we encounter every day.

Here are a couple of takeaways from Rob's approach:

1. Stick to the facts. "There's no need to embellish the truth," he said. "If a product is worth buying – if it is worth advertising – it should offer honest advantages to consumers. That's why we encourage all of our marketing folks to avoid superlatives in their descriptions. People are suspicious of words like 'best,' 'tremendous' and 'fantastic.'

"Think about it. If you're in the market for a shirt to wear for hiking or boating, would you be more likely to buy one that is

comfortable because it 'evaporates perspiration quickly' or one that is described as 'unbelievable?' Solid facts win that contest every time."

2. Keep it simple. Rob has access to a lot of technical product details, but he knows it's important to narrow it down to simple, easy-to-communicate information.

"The most effective marketers make their messages easy to understand," he said. "If they make it complicated, they'll

lose people. The most memorable benefits are communicated with just a few words."

When you're working with an advertiser who needs ideas for a new campaign, keep features and benefits in mind. That will answer the question, "Why should people buy what we're selling?" And it will take a lot of sweat out of the creative process.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many are using his training videos to save time and get quick results from in-house training. E-mail for information at john@johnfoust.com.

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Lawrence to eliminate Monday print edition

By the Associated Press

The Lawrence Journal-World will stop publishing its Monday printed edition beginning May 25, the newspaper reported.

Editor and Publisher Chad Lawhorn said the changes were aimed at making the company as efficient as possible in meeting reader and advertiser needs.

He said reader interest in digital-only subscriptions has grown.

The newspaper will continue to publish

print editions the other six days of the week.

Lawhorn said the Journal-World will continue to cover news seven days a week and news that occurs Sunday will appear on the organization's LJWorld.com website.

Many newspapers across the country have reduced the number of days they print editions as readers migrate to their websites and as they struggle with declining advertising revenue.

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THIS MONTH'S QUESTION

Q. The Sunflower State Spelling Bee has been postponed. Will it be rescheduled?

A. Yes. Thousands of students participate in bees in almost every county in Kansas. By continuing the Sunflower State Spelling Bee – following CDC, state and local guidelines – KPA will provide the opportunity to compete for students who have worked so hard. Continuing the Bee, even in an altered format, is a small way we can provide Kansas kids the comfort of the known – in an era that is everything but. Stay tuned for more details.

The solution is eNotice; it's time to embrace it

While back, as a board, we sat around the large meeting table in the basement of the now-sold Kansas Press Association office and had a serious discussion about legal notices.

We concluded that while it would likely not come by our own hands or due to lack of trying, we would eventually lose legal notices in Kansas newspapers at some point in the near future. It was simply a matter of time.

That is, if we didn't do something to change the landscape of the battle. When you see a loss in the future, you can prolong the battle and know you are going to lose anyway, or you can do something new that will add a wrinkle into the fight, hopefully putting you on the winning path.

In came some Harvard-schooled "Super Nerds" (I say that with absolute affection. My best friend is a part of our company and is our own Super Nerd) who have a newspaper background and have a plan to help: eNotice.

Sure, there were reasons to be skeptical, but there were plenty of reasons to hear them out, too. The new technology sounded good and had potential to do just what we wanted and give us a secret weapon in the fight to keep legal notices.

After hearing them out, talking with the eNotice Team, and personally committing to working with them, I am happy to say I think we have the tools to make government officials happy and off our backs for awhile.

It will take time for folks to adopt this new way of publishing legal notices, but

once everyone comes online and sees the light, the faster we can show the doubters at the Kansas Statehouse that legal notice has never been easier and it is consistently more accurate than the previous process.

There have always been key arguments against newspapers in the legal notice battle, and while cost is always at the top of the list, one of the toughest ones to hear is poor customer service and mistakes from re-typing.

eNotice solves the latter two issues with ease. There are no issues with customer service, because the customer is in absolute control of the notice with a Google Forms style entry process that makes it so simple my grandmother could do it.

Because the notice is generated by the program from the data put into the program, there are no issues with re-typing and having a minor mistake screw up something as important as a bond election.

If these issues are solved, we won't have school board members and city council members calling their state legislator, complaining about something being delayed because the damn newspaper couldn't get their legal notice in right. If the only complaint is cost, that is incredibly easy to defend and win at the state level, so long as the few bad actors in our industry don't continue to overcharge.

The program has cut out the painful arts and crafts projects all of us were doing; in addition, it's gotten affidavits to customers faster without as much staff time dedicated. The program is a win-win—both for

newspapers and legal notice customers.

We continue to be the best place for the public to see legal notices, as we are a third party whose business model hinges on keeping the public informed. This

makes things much easier for us as newspapers.

It's also a huge win for customers, as they can go to bed at night without worry that someone is going to rekey something and screw up a long-standing project for them. The wording of the legal notice is in their hands,

and the program generates it so it works for them. There is no downside.

I know I am just some dumb kid who happens to own a few newspapers, but I highly encourage you to give Jake Seaton a call at eNotice and schedule a time to do a walk-through of the program.

I think you will be impressed. Our person who handles legal notices has thrown some fairly significant things at Jake and his team, and they have always handled it quickly and to our satisfaction.

For years, Harvard-educated Super Nerds have taken our market share and hurt our industry.

(Thanks, Zuckerface.)

For once, we have someone in our corner, and they want to help.

You should let them.

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



Joey Young

The program has cut out the painful arts and crafts projects all of us were doing; in addition, it's gotten affidavits to customers faster without as much staff time dedicated. The program is a win-win.

Former Star reporter forms online news outlet

By Evelyn Mateos, Editor & Publisher

When investigative reporter Kelsey Ryan lost her job in 2018 after a round of layoffs at the Kansas City Star, she decided it was time to create The Beacon, an online news outlet that had a soft launch in March.

"Our region in Kansas City, Missouri, does not have a lot of nonprofit news ... geared toward a general audience, and as I've seen these nonprofits news entities pop up all over the country, it became really obvious that there was kind of a geographical gap there, a lack of this kind of infrastructure in our news

ecosystem," Ryan said. "So, my goal with The Beacon is to help fill that gap and to create a new infrastructure."

She began by researching alternative models almost immediately, which pointed her in the direction of several nonprofit startups including the Colorado Sun, the Texas Tribune, the Institute for Nonprofit News and Local Independent Online News (LION) Publishers.

Ryan said the organizations were very open to sharing tips and internal policies and structures. From there, she decided to use nonprofit founding as the startup capital with plans to move to a membership model later

down the road.

The Beacon currently has five funders: the Ewing Marion Kauffman Foundation, Google News Initiative, Enid and Crosby Kemper Foundation, Francis Family Foundation and Gattermeir Family Foundation.

When asked about what readers can expect in terms of coverage, Ryan said The Beacon will try to differentiate itself by focusing on in-depth reporting and asking questions like: "Is it data driven? Is there context? Is it regulatory?"

Ryan said The Beacon will also "shine a light on issues," hence its name.



KPA building through the years: (clockwise from upper right) In the fall of 2003, the KPA hosted a celebration of its 140th anniversary. (From left) Bill Meyer, Jim Logback, Ann Charles, Steve Logback and Dick Clasen visit prior to the festivities; the KPA building sported new landscaping in 2005; at the 2003 celebration, KPA past presidents pose outside the building (front row from left) Bill Meyer, Stan Stauffer, Web Hawkins and Emerson Lynn; (second row) David Seaton, John Stauffer, Paul Jones, Jim Logback, Ned Valentine, Tom Eblen and Murrell Bland; (top row from left) Les Anderson, Ann Charles, Dick Clasen, Don McNeal, Vivien Sadowski, Larry Byers and Doug Anstaett; current KPA staff members Lori Jackson, Amber Jackson and Emily Bradbury pose for one last selfie after moving out of the building that housed the association since 1987.

Building

Continued from Page 1

pers, KPA's revenue had dropped significantly in recent years. When I came to KPA in 2004, we had nine full-time employees. We're down to four plus two part-timers."

The sale is really a reflection of what's happened to the industry, Bradbury said. Four of our state's largest newspapers — the Kansas City Star, Wichita Eagle, Topeka Capital-Journal and Lawrence Journal-World — sold their buildings in the past few years and moved to smaller spaces. The last three of those also shut down their presses, moving their printing to the Star.

"For now, at least, the KPA staff will work remotely and meet at least weekly in Topeka. We pledge to keep our service to our

members as our No. 1 priority," Bradbury said.

The association didn't have its own building in its early years. Its first "field secretary," O.W. Little, worked for the association mostly out of his office at his newspaper, the Alma Enterprise.

The association's first home was shared space in the basement of the Kansas Chamber of Commerce building in the early 1940s, according to Tom Eblen's Kansas Press Association history book.

In 1943, KPA moved to the basement of a building at 701 S.W. Jackson.

It remained there for four decades before a building committee was appointed in January 1983 to look for new quarters.

Former KPA presidents Web Hawkins and Bill Meyer led the effort.

A few attempts to buy space in the downtown area never materialized.

One site the KPA board strongly considered was at 117 W. 10th, just south and east of the Kansas State Capitol.

At a meeting in October 1983, the KPA board authorized the purchase of that property, but an appraisal of the space revealed it was worth significantly less than the asking price, so the offer was rescinded.

That area of the 100 block of Southwest 10th has been cleared since then and now houses the Curtis State Office Building.

The board decided to sign a new three-year lease at the Jackson location, but remained interested in pursuing a new location.

After David Furnas became executive director of the association in 1984, the search continued.

In February of 1987, KPA broke ground on property at 5423 W. 7th and moved in the following September.

MARKETPLACE

Use the information below to review open positions in journalism in Kansas and elsewhere or to find miscellaneous items for sale, including newspapers. For KPA members, the first 35 words are free. Ads run for 60 days online unless renewed. To place an ad, click here.

MANAGEMENT

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

PUBLISHER – Three newspaper paper group in southwest Oklahoma is seeking candidates for the publisher's position. Candidates should be experienced in community journalism, preferably with a background in advertising and marketing, but also with an understanding of newsroom operations and managing employees. Candidates must also be leaders with strong people skills. Please email a cover letter and resume to Scott Wesner at wesnermedia@gmail.com.

NEWS

REPORTER – The Bartlesville Examiner-Enterprise is looking for a full-time reporter to cover local news in northeast Oklahoma. Candidates should have experience taking photos as well as shooting and editing video, and know how to use social media to grow an audience. Preferred: Degree in journalism or related field; previous experience at a daily newspaper or other professional news organization. Send letter of interest, resume, three references and story clips to Doug Graham, News Editor, at dgraham@examiner-enterprise.com.

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

REPORTER NEEDED — now for west-

Are your ads still timely?

The Marketplace Page is how we tell each other about job openings, newspapers for sale and miscellaneous items for sale.

Some of these ads are quite old, and may not even be valid any more.

Please help KPA keep them timely and fresh.

Please review the remaining ads on this page and indicate to ebradbury@kspress.com if they should be killed.

ern 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@nwkansan.com, and Steve Haynes at steve.haynes@nwkansan.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, KU sports.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

NEWSPAPERS FOR SALE

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

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing ebradbury@kspress.com. (6-14)

PRODUCTION

PRESS OPERATOR — Accepting re-

See MARKETPLACE on Page 7

MARKETPLACE/CONT. FROM PAGE 6

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

PART-TIME PRESS OPERATOR – The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical

skills and ability to react quickly to print related problems. We are willing to train the right person. Job requirements include:

- Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift;
- Color vision and depth perception;
- Ability to lift a minimum of 75 pounds;
- Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members.

To submit a resume with references or request an application contact jaudus@gbtribune.com.

Have you completed KPA member survey?

Kansas Press Association members are encouraged to complete a survey regarding how they have responded to the upheaval caused by the coronavirus, Covid-19. "We need to keep on top of a number of issues so we can best serve you and also make appropriate adjustments to our operation," said Emily Bradbury, executive director.

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

Proprietary information gathered in the survey won't be shared outside of the association, Bradbury said.

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

Golf scramble still set for June 18 in Newton

Because of tee-time conflicts in August for the rescheduled annual meeting of the Kansas Press Association, the KPA Golf Scramble scheduled as part of the meeting will be held on the original date of Thursday, June 18.

The tournament will be held in accordance with state, local and CDC guidelines for safe golf play and will be at the nationally recognized Sand Creek Station Golf Course, a beautiful links style course on the south side of Newton.

If you had originally signed up for the golf tournament and/or had assembled a team to play, we will assume you want to participate unless you tell us otherwise.

However, we also understand if you no longer wish to participate and need to cancel.

We also are able to add additional teams if anyone is interested. Deadline to sign-up/cancel is June 5.

KPA APRIL NETWORK WINNERS

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

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.

Sell outside of Kansas (SDAN or SCAN) or do direct placement in other papers and your newspaper gets to keep half the commission allowed to KPA by the other state press associations.

Call Amber Jackson at KPA to get tips on how to sell these ads or to facilitate direct placements in other Kansas newspapers.

KDAN — Rural Messenger, five ads sold for a profit to the newspaper of \$2,140.

KCAN — Times-Sentinel Newspapers, one ad sold for \$150 profit.

DIRECT PLACEMENT — Hays Daily News, Rural Messenger.

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FRIENDS OF KPA

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for Open Government
ronkeefover@gmail.com

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

Learning about our communities, each other

I have no hobbies. None. Zero. Unless what a friend once called my “obsessive need to purchase and read a newspaper in every town I encounter” counts as a hobby.



Emily Bradbury

I also obsessively listen to podcasts – particularly those produced by newspapers. (OK, I’m starting to see a theme).

One of my favorite non-newspaper produced podcasts is “Pantsuit Politics.”

If you like nuanced conversation from both ends of the political spectrum, you would love this podcast. On a recent episode, they indicated that this pandemic would, until a vaccine is found, be a “slow burn.”

We have flattened the curve, thankfully, but what does living our lives in the face

Do we go back to business as usual or do we take a real look at what once was and make thoughtful decisions about what to keep and what to let go?

of COVID-19 look like? Heck, what do our publications look like?

We are past the immediate crisis of ventilator shortages, so what do we do now?

Do we go back to business as usual or do we take a real look at what once was and make thoughtful decisions about what to keep and what to let go?

I would argue for the latter.

Now that we are in the “slow burn” of the pandemic, I encourage you to take time to examine your reaction to this

crisis.

This caught everyone off guard and we all have something to learn about our response or lack thereof.

Take time to ask questions of yourself and your readers, such as:

- ☐ What did you learn about your community?
- ☐ What information did your readers clamor for in the first days of the crisis?
- ☐ What shortcomings existed in this crisis and what can your publication do during the next one to help?

Everyone is busy with more work than we have time to complete. We are exhausted both physically and emotionally.

But let’s not miss out on an opportunity to learn more about our communities ... and each other.

Emily Bradbury is executive director of the Kansas Press Association.

Slimp

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You’re already doing lots of things: designing brochures and websites; marketing on your social media pages for local restaurants who are delivering and offering carry-out; and creating signs to congratulate the Class of 2020.

What else could you be doing with the tools you already have to bring in additional revenue?

3. Look for tools available, many at no cost, to help your advertisers and bring in revenue so they can stay in business and prosper. A few nights ago, I spent an hour on a video conference with Katherine Haine of City Media. I’ve run into Katherine at several newspaper conventions and always liked the way she came up with products that

benefited her customers, newspapers, as well as her own business. Frankly, I don’t have time these days for an hour teleconference, but when Katherine told me what City Media was up to, I decided it might be something I’d want to share with newspapers.

In a nutshell, City Media has created protectlocalusa.com and protectlocal.ca as ways for community newspapers to offer online marketing – including online stores – for local businesses at, get this, no cost. No cost to the newspaper. No cost to the business.

How do they make money? When a percentage of the businesses decide to upgrade to other services offered by City Media, they make money. I spent two hours with Katherine, making sure there wasn’t a catch. I couldn’t find one. And get this ... newspapers get a percentage of the revenue – 20% – when businesses in your area upgrade to other services. As far as I can tell, and I’m

pretty good at telling, it’s a no-lose situation for the newspaper. You offer local businesses a free service that is beneficial to them, with no expenses on your part. Ever. And you get paid anytime City Media gets paid by one of the businesses in your area.

It is, indeed, a crazy time. Like many of you, I’ve never worked harder. And like many of you, I’m making less money. To me, however, it seems you have three choices. I’ve been working with community papers for more than half my life. I haven’t run into many publishers who give up easily, so I would suggest you give serious consideration to option 2.

If your business is anything like mine, it could begin to pay dividends in the short term, and in the long term that follows.

Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com.

KORA costs

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☐ Establishes presumptively reasonable rates for various categories of staff needed to respond to a records request, such as attorneys, information technology staff and clerical staff. The proposed rates are the ones currently used by the attorney general’s office to respond to records requests.

☐ Recommends use of the least-cost cat-

egory of staff necessary to perform any task necessary to respond to a request.

☐ Sets forth best practices that, if followed, will tend to demonstrate that a charge for staff time was reasonable.

☐ Outlines additional factors the attorney general’s office considers when reviewing the reasonableness of fees charged for staff time.

Open government advocates including the Kansas Press Association, Kansas Association of Broadcasters, Kansas Sunshine Coalition for Open Government and the Kansas Institute for Government Transparency said

on first glance the guidelines are a significant step forward, but they will be reviewing them and preparing comments, which the AG’s office will be receive until close of business June 19, 2020.

“We view these guidelines as a positive step for open government in Kansas while potentially resolving possible records fee disputes before they arise,” said the Sunshine Coalition’s Ron Keefover on behalf of all four groups.

He is drafting a letter on behalf of those groups to be sent to the attorney general.