

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION    JUNE 23, 2021

## INSIDE TODAY

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In part two of his “two thumbs up” attitude about the future of newspapers, Kevin Slimp says a number of indicators point to continued viability.

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John Foust says managers need to take a close look at whether their techniques help or hinder their sales staff.

### PAGE 4

You’re never too old to learn some new tricks, and he’s proof, says KPA president Joey Young.

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“We’re Hiring” signs are everywhere, including at Kansas newspapers.

### PAGE 8

KPA Executive Director Emily Bradbury begins her 20th year at the association.

## KPA CALENDAR

### JULY 5

KPA office closed for holiday.

### JULY 9

Brown Bag and B.S., 11:30 a.m., by Zoom.

### OCT. 9

President’s Gala and Hall of Fame Induction, Meridian Center, Newton.

### DEC. 15

230th anniversary of the ratification of the U.S. Bill of Rights.



*This is one of the photographs that helped Travis Heying of the Wichita Eagle grab the Photographer of the Year title in this year’s AOE competition. It is of a celebration by Tulsa players and coaches after a last second shot won the game against the WSU Shockers in 2020.*

## Newspapers shine in AOE contest

### Sherman Smith of Kansas Reflector is ‘Journalist of the Year’

For the second consecutive year, the Kansas Press Association’s Awards of Excellence ceremony was staged virtually.

To access the presentation, [go here](#).

Last Friday, winners in 48 news and 21 advertising categories were recognized.

This was the first year that entries were based solely on circulation and not on whether a newspaper was a daily or nondaily. Newspaper editors had the option to compete within their circulation category or, as some did, move to a higher circulation category.

Two new categories were added to this year’s competition, with the Marion County Record and



Sherman Smith

editor and publisher Eric Meyer claiming the title of Best Graphic Designer and the Phillips County Review and the Great Bend Tribune taking first place in the Best Use of Color category.

Travis Heying of the Wichita Eagle was named Photographer of the Year.

Sherman Smith, editor of the Kansas Reflector, was named “Journalist of the Year” for his body of work for the online news site based out of Topeka.

He has written award-winning news stories about the instability of the Kansas foster care system, misconduct by government officials, sexual abuse, technology, education, and the

See **CONVENTION** on Page 4

# He isn't blowing smoke: 'It's a great time to be in print'

Before you begin reading this column, please answer this question: "Are you sitting down?"

If not, take a moment and find a seat. I'll wait. OK, thanks.

I wanted to be sure you were sitting when you read these words: "I honestly believe it's a great time to be in the print business."

I'm not blowing smoke. I have no reason to lie to you. My non-newspaper businesses are doing quite well right now, and I have no reason to purposely give you bad information. I'm not looking to sell anything to you. I'm just letting you know, from what I'm seeing and have seen over the past few weeks, it looks like a great time to be in the print game.

Yes, I heard. If you're in the U.S., your postal rates are going up. And I know you probably read somewhere that all the advertising dollars are going to digital media. However, humor me for a moment.

My columns are carried by industry-related publications on several continents. One of my favorites is GXPress (gxp.net), which – according to its tagline – covers the news business "in Southeast Asia, India, Australasia and the world." You've got to love a good tagline.

GXPress carried a column by Ulbe Jeluma in its May 31, 2021 issue. I wasn't familiar with Ulbe, but after a little digging I came to realize he speaks at a lot of media conferences in Europe. This quote from Ulbe's column caught my attention right away:

"The World Advertising Research Centre Global Ad

Trends study shows the evolution of advertising spend and reveals the predicted spend on digital media advertising in 2021 to be up by more than 10 per cent, and traditional print media 12-14 percent."

That's good news. Unless you were in a tossup state during last year's U.S. election, it seems like ad revenue has no place to go but up. Still, there's no way a 12-14 percent increase in print advertising

revenue is anything but positive.

Ulbe also went on to write:

"It's not just about what the advertisers want. An ad's success depends on the desires of the audience, too. WARC points to survey data from the Global Web Index (GWI) in the UK and the US that shows younger audiences want to connect with advertising on an emotional level. As a sensory marketing tool, print trumps digital. Its tangibility and haptics give it the power to entertain, move, appeal to the senses, provoke a response and ultimately connect to a brand."



Kevin Slimp

Don't get me wrong. I'm not basing my entire hypothesis on one column in GXPress. However, it does provide compelling evidence that I'm not the only "expert" on this planet who believes print is making a comeback. True, I might have had to look to Southeast Asia, India, Australasia and Europe to find another believer, but there are plenty to be found.

What makes me believe print has a bright future? It's simple, actually. I open my eyes.

When the world said Apple was doomed in 1999, I purchased 150 shares of Apple stock for \$7 a share. Yes, \$7 a share. On January 2 of this year, I was talking with my kids about predicting which stocks will do well, then purchased 100 shares of AMC stock, thinking movie theaters would surely rebound after the pandemic. A few weeks later, I sold the stock for almost ten times what I paid for it.

This column isn't about picking stocks, or my supposed prowess as a trader. I'm simply saying that when we open our eyes and look to see what's really happening, the truth doesn't always jibe with what we're hearing around us.

I've noticed some real positives related to print lately. Let me share one.

One of my businesses publishes books in the religion genre. We represent several

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See SLIMP on Page 8

## 2020-2021 KPA BOARD

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tim.stauffer@iolaregister.com

# The attack of the morale-killing bosses

In my advertising and training career, I've observed – and heard about – a lot of boss-employee encounters.

Some have been good, some have been bad.

All have been instructive. In many cases, we can learn as much from the negative incidents as we can from the positive ones. Here are several examples:



**John Foust**

**1. The competitive boss.** This kind of manager can't seem to play fairly with others, especially if commissions are involved. Unfortunately, the competitive boss is in position to cherry-pick the best prospects. I knew

of one company that relied on a notebook to log incoming leads. The boss was one of three people in the ad sales department, and the procedure was to alternate leads. The others on the team realized that she regularly deleted and re-designated the leads, so prime prospects would be assigned to her.

**2. The boastful boss.** This manager can't resist bragging that he or she has special perks. The CEO of an advertising services company was once invited by a client to attend one of the biggest college basketball match ups of the year. Although

it was one of the scarcest tickets of the season – and although no one else in the firm had a ticket – he made it the main focus of an all-staff meeting on the morning of the game. The next day, the entire office received a follow up email from him, with a closeup photograph of the crowd taken from the television broadcast. The email boasted that he appeared just a few rows above press row at center court.

**3. The disrespectful boss.** A disgruntled employee told me about the sales manager who scheduled a regular weekly staff meeting and warned everyone that there was no excuse to miss it or be late. That worked fine for a couple of weeks, although the team often had to rush appointments and phone calls to make it to the conference room on time.

Then came the day when the manager was late for the meeting. Not fifteen minutes late, not thirty minutes. She was over an hour late. She didn't offer any explanation or apology. All she said was, "Okay, let's get started."

"That was the last straw for a lot of us,"

the employee said. "We sat there debating whether we should go back to our desks, but decided we'd better wait. That was a clear sign that she had no respect for us or our time."

**Perhaps none of these management mistakes are worthy of investigation by the human resources department, but they all indicate the bosses' morale killing attitudes ...**

**4. The public criticism boss.** A salesperson once told me about the time his boss openly complained about his performance in front of everyone in the ad department. "It was bad to be told publicly that I was short of my sales goal," he said. "That kind of thing should be done one-to-one."

Perhaps none of these management

mistakes are worthy of investigation by the human resources department, but they all indicate the bosses' morale killing attitudes toward the people they manage. And they provide crystal clear examples of what not to do.

*John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information at [john@johnfoust.com](mailto:john@johnfoust.com).*

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## KPA NETWORK WINNERS FOR MAY

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in May 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. Advertising Manager Amber Jackson can show you how to do it.

**KDAN** — Rural Messenger, one ad for a profit of \$250.

**KCAN** — No ads sold by members.

**DIRECT PLACEMENT** — Eureka Herald, Hays Daily News.



## THIS MONTH'S QUESTION

Q. I nominated someone for the Kansas Newspaper Hall of Fame? When will the Class of 2021 be announced?

A. We plan to announce this year's inductees by late July and the newest inductees will be celebrated at the President's Gala in Oct. 9 at the Meridian Center in Newton. And, because we didn't have an in-person banquet when last year's nominees were announced, the 2020 inductees also will be invited to be a part of the festivities in Newton.

Thanks for nominating a Kansas journalist for this most prestigious honor,

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# Here's a bit of what he learned from the SBA

Just to catch everyone up, I am still bad at school, I haven't dropped out yet, and I plan on graduating this Small Business Administration class in October.

If you have no idea what I am talking about, find last month's e-mail and skim my column complaining about how much I hate school.

It's boring, but what did you expect from me a year into my tenure as Kansas Press Association president?



Joey Young

Speaking of, when I wrote last month that I was going to talk about some of the things I am implementing from the class I am taking, I forgot this would be my last column in this space, as I am passing the presidential torch to my friend Robin Clasen

Wunderlich, who is going to be awesome as KPA president.

Even though I admire Robin, think she is a great board member, newspaper owner and someone who has a knack for making me laugh, I am power drunk, and I thought, for a brief moment, about riling up my followers and throwing a big stink, trying to topple the board and have a big coup d'etat to maintain my powers as president, but it seemed played.

I guess I'll just have to ride off into the sunset all peacefully and whatnot ... boring.

Well, I have enjoyed my time as president and really don't feel like I have

had to do much. I might have had the easiest rein as president in the history of the press association.

I never left my home city for a meeting, there wasn't much business to take care of, as the entire state was shut down for most of my tenure, and to be honest, Emily Bradbury made the gig super easy and mostly enjoyable.

I would encourage anyone who is interested to inquire about joining the board when we have openings. It's rewarding, and I have met some of my best friends in the industry through being on it.

So, now that is out of the way, I will name a few things we are implementing over at Kansas Publishing Ventures that have been inspired by the SBA class I am taking.

### Retirement plan

My friend Ken Knepper really talked us into this. It was an easy plan, set up by his bank, to have a retirement benefit for our employees.

Ken was on my case about doing this for awhile, but through my class, I realized that I wasn't the only person having trouble recruiting, but the ones who were doing a better job than most of us had the best benefits.

It's a huge selling point and something we have had a lot of participation in. It's basically a small business IRA that we

contribute to and the employee contributes to. Our team was stoked about the benefit, and it really wasn't very expensive in the grand scheme of things.

I highly encourage you look into it. We have had older and younger employees all sign up.

### Promotional products

We started a promotional products division.

Bruce Behymer, my main business partner, has headed this up and was really the brain child of it.

I wasn't thrilled with the idea at first, but after workshopping it a bit in class and hearing why Bruce wanted to do it so much, we went with it.

We have always believed in real diversification of revenue—not just selling digital ads and print ads and calling ourselves innovative. So now, we sell T-shirts, pens, tote bags, golf towels and pretty much anything you can

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think of as a solution for customers who want those things.

Stuff like this isn't for everyone, but as I have said in the past, and something I will always say in the future: "throw stuff at the wall, and see what sticks."

Life comes at us pretty fast, and we

See YOUNG on Page 5

## Sweepstakes

Continued from Page 1

Legislature. He previously spent 16 years at the Topeka Capital-Journal.

He is a 2004 graduate of Emporia State University.



Eric Meyer

The contest period for this year's competition was from Nov. 1, 2019 to Dec. 31, 2020.

Sweepstakes winners included:

### Editorial

Division 1 (circulation up to 600) – **Phillips County Review**

Division 2 – (cir-

culation 601 to 1,000)

**Syracuse Journal**

Division 3 – (circulation 1,001 to 1,500)

**Derby Informer**

Division 4 – (circulation 1,501 to 2,200) **Iola Register**

Division 5 – (circulation 2,201 to 3,500)

**Times-Sentinel (Cheney)**

Division 6 – (circulation 3,501 to 5,600) **Harvey County Now**

Division 7 – (circulation above 5,601) **Wichita Eagle**

### Advertising

Division 1, 2 and 3 – **Derby Informer**

Division 4, 5, 6 and 7 – **Iola Register**



Travis Heying

## Henneberger finalist for Pulitzer ... again

Melinda Henneberger of the Kansas City Star has once again placed as a finalist in the Pulitzer Prize competition for commentary.

She was recognized for "tenacious and deeply reported columns on failures in the criminal justice system, forcefully arguing how systemic problems and abuses affect the larger community."

She is a two-time Pulitzer finalist and is an editorial and column writer for the Star.



Henneberger

## Young

Continued from Page 4

aren't going to stick around for the long haul by living off legal advertising and selling print ads forever.

I still believe in those things, but the best way for us to be an asset to our communities is to actually be one, and not just with journalism, but by solving problems for the business community and leveraging our relationships with them.

Sell them what they want to buy and what they need to make their lives easier. That is our goal more often than not.

There are going to be more things in the future. I am workshopping two ideas right now as growth opportunities in our current markets. The future of this industry isn't sitting behind a big desk and watching the money come in while drinking a bourbon. That, unfortunately for me, is the past.

For us to insure our future in this industry, we must be innovative, put out great products and solve people's problems.

We aren't perfect, but we keep throwing stuff at the wall, and we think we will find enough stuff to stick to make it work long term.

I know I am loud, an outsider and probably a pain in the ass to many of you. But know I truly have enjoyed being a member of the KPA Board, meeting many of you, learning about your businesses and serving as president this past year.

It's been fun, and I look forward to having all of you in Newton for the President's Gala in October.

Yes, in person, with a beer, hopefully, and a lot more gray hairs, too.

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



# SNAG ALL THE BEST DEALS

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

The local paper is also one of the only places you can find timely news on what's happening right where you live. That's why 86 million Americans read local newspapers each week.

**Keep reading your local newspaper...  
and keep your community going strong.**



**Kansas Press  
Association**

[kspress.com](http://kspress.com)

The Kansas Press Association has lots of great looking house ads free for your use on our website. You can either run them like the one above or download ads with no KPA logo so you can insert your own. Ads focus on shopping, sports coverage, career advertising, baby needs and voting. You can even download rack cards that you can personalize with your own newspaper's log. To access ads like this one, [click here](#). To download other ads on public notice, COVID-19 and other newspaper subjects, [click here](#).

## 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](mailto: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](mailto: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](mailto: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](mailto:dhogg@gbtribune.com).

**NEW! 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 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](mailto:broy@bizjournals.com).

**NEW! NEWS REPORTER** – Eagle Radio of Manhattan is seeking a news reporter for its multimedia newsroom, which includes producing content for [JCPost.com](http://JCPost.com), [LittleApplePost.com](http://LittleApplePost.com) and on-air. It's an exciting opportunity to join a growing 100% employee-owned company. Exceptional benefits. Salary commensurate with experience. For details, call or email Ron Fields at (785) 656-0980 or [rfields@eagleradio.net](mailto:rfields@eagleradio.net).

**ASSISTANT MANAGING EDITOR** – The Parsons Sun seeks an assistant managing editor. The AME edits, paginates, photographs and covers a beat. We use Adobe products for design and photography. Email resume, clips to Executive Editor Ray Nolting ([molting@parsonssun.com](mailto:molting@parsonssun.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](mailto: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](mailto:advertising@abilene-rc.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.

**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](mailto: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](mailto: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](mailto:job@mnks.us).

**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](mailto:swood@ntin.net)

**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



## MARKETPLACE/CONT. FROM PAGE 6

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](mailto: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](mailto: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](mailto:dpaxton@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto: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](mailto: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 ad-

vertising 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](mailto: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](mailto: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](mailto:jaudus@gbtribune.com).

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## KPA STAFF

### Emily Bradbury

Executive Director,  
Member Services Director  
[ebradbury@kspress.com](mailto:ebradbury@kspress.com)  
(785) 213-8524

### Judy Beach

Bookkeeper  
[jbeach@kspress.com](mailto:jbeach@kspress.com)

### Amber Jackson

Advertising Director  
[ajackson@kspress.com](mailto:ajackson@kspress.com)

### Lori Jackson

Administrative Assistant/Advertising  
[ljackson@kspress.com](mailto:ljackson@kspress.com)

### Emma Platt

Office Intern  
[eplatt@kspress.com](mailto:eplatt@kspress.com)

## KPA CONSULTANTS

### Doug Anstaett

Consultant  
Editor, Kansas Publisher  
[danstaett@kspress.com](mailto:danstaett@kspress.com)  
(785) 249-1108

### Max Kautsch

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

### Mike Kautsch

Media Law  
Director, Kansas Institute  
for Governmental Transparency  
[mike.kautsch@lexluminallc.com](mailto:mike.kautsch@lexluminallc.com)

## FRIENDS OF KPA

### Ron Keefover

Retired, Kansas Court System  
[ronkeefover@gmail.com](mailto:ronkeefover@gmail.com)  
(for questions on cameras in the courtroom and KORA-KOMA as it relates to the court system)

# Starting my 20th year serving Kansas journalism

I attended a family baby shower this weekend when my cousin said, “Congratulations on your work anniversary!”

My first thought was to try to remember what he was talking about and then I wondered how he knew. We are a close family but not one that calendars marriage anniversaries let alone work anniversaries.

And then it dawned on me – LinkedIn.

I have a real love-hate relationship with social media and an even worse one with this particular platform. I log in to LinkedIn about as much as I get out my iron – once or twice a year.

After doing some fast math (well, fast for me), I realized he was right.

As I write this on June 22, I am celebrating the completion of my 19th year at the Kansas Press Association and the beginning of my 20th. It’s crazy because I’m only 30. I started young, obviously.

As most of you know, I came to the KPA after working as the assistant to Kansas Secretary of State Ron Thornburgh. My first title was executive director of Kids Voting Kansas and director of education for the KPA.



Emily Bradbury

I was 24, bright-eyed and excited to work with the team. The first week, the then executive director was out of town and since my position was new – there was no job description, but there was an employee manual. As I spent my first day getting my bearings, I remember skimming the vacation policy.

It said, “After five years of service, the employee will be eligible for one additional week of vacation.” I remember chuckling and thinking, “That’s nice but I won’t be here that long.” Not because I didn’t want longevity here but because at 24, five years seems like a lifetime.

I was a Washburn graduate with a history degree, a voracious reader of newspapers with no formal journalism training. How long would they want me? They say “Life is what happens when you’re making other plans.” Little did I know that I was in for a glorious 19-year-long ride.

I may not have had a journalism degree but I quickly began to learn on the job. I accompanied Ken Bronson on trips all over the state to teach newspapers about ad selling and design.

If I stopped talking, he would quiz me

compared to the year before. And it’s not just us.

My daughter is at the age where she, along with several of her friends, are getting married. I’ve noticed I haven’t received a single digital invitation. I have, however, noticed a growing pile of printed invitations on my living room coffee table. Just yesterday, I paid \$400 to a printer for invitations to her August wedding.

What does all this have to do with newspapers? Everything.

If you believe print is outdated, passe, outmoded (yes, I used my Thesaurus for that one), then go ahead and think that. My friends thought I was crazy to buy Apple stock in 1999. My kids thought it was funny that I purchased AMC stock earlier this year. And now? I’m betting on newspapers. In a year or two, we can look back and see how my prediction turned out.

*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.*

about county seats between conversations about ethical journalism and management.

I traveled the Kansas highways with Tom Eblen when he was conducting his famous Community Newspaper Tune-Ups. He taught me about writing and the famous

red pen. He also taught me to always buy something at the gas station if you choose to use the, umm, facilities – whether or not you were hungry.

I have had the opportunity to sit at the feet of other Kansas journalism greats – Dave Seaton, Dick Clasen and many others still with us – too many to mention.

And I’m still learning from all of you. Each of you, past and present, has invested in me, and I will be forever grateful.

So, I start my 20th year with gratitude and full acknowledgement that this anniversary is possible only because you and others like you see what a naïve, 24-year-old sometimes can’t – infinite possibilities.

It’s a true honor to serve Kansas journalists – here’s to many more.

*Emily Bradbury is executive director of the Kansas Press Association.*

## Jobs, etc.

Continued from Page 5

paper 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.

### NEWSPAPERS FOR SALE

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## Slimp

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best-selling theologians and will produce more than 30 titles this year. Just before the pandemic began, our sales had increased significantly in a short amount of time. Over the past few weeks, I’m noticing a significant increase is taking place again.

Authors, hearing voices from the same sources as the rest of us, always want to know if their books will be available in Kindle (digital) versions, and the answer is always yes. When I tell them that less than 5 percent of sales will come from digital books, they think I must be crazy, or at least, uninformed. To them, the whole world is reading digital books.

The funny thing is, when you remove romance novels from the equation, very few books, relatively, are sold on digital platforms. Well over 90 percent of books are sold in print format. For our company, it’s more like 96 percent. We’re seeing a downturn in digital sales each year, as