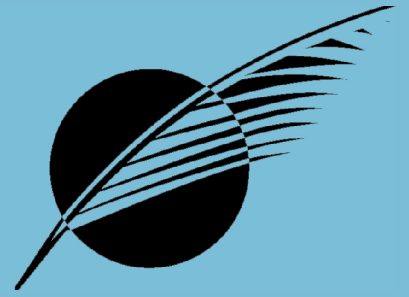


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

JULY 17, 2019

## INSIDE TODAY

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Can social media solve all your problems? No. But Kevin Slimp says it can be an effective tool in your arsenal.

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Want to improve your “reception”? Be a better listener, writes John Foust.

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KPA president Travis Mounts discusses how his newspaper is using video to promote local advertisers and community events.

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Visit KPA’s marketplace.

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Emily Bradbury says collaboration for the common good is the best way forward for newspapers in Kansas

## KPA CALENDAR

### JULY 18

Adobe Suite webinar by Kevin Slimp. It is underwritten free to KPA members.

### JULY 18

KTWU’s “I’ve Got Issues” program, featuring Doug Anstaett and Ron Keefover, 7:30 p.m.

### DEC. 15

Bill of Rights Day, recognizing the 228th anniversary of the ratification by the states.

### MARCH 19-20, 2020

Kansas Press Association annual convention, Meridian Center, Newton.



*The Rev. Sarah Oglesby-Dunegan protests the Kansas Senate’s refusal to take up Medicaid expansion in May. Media companies joined in a*

*complaint about actions taken by Senate President Susan Wagle to quell the protest. (Photo courtesy Topeka Capital-Journal)*

## AG rules on complaints about closure

### Schmidt still considers part of media’s concerns about emptying chamber

The Kansas Attorney General’s Office dismissed part of a formal complaint and planned to continue investigation of whether the public was denied the right under the Kansas Open Meetings Act to observe business of the Senate after the visitor gallery was closed to stanch a protest, a government transparency group said recently.

The Kansas Sunshine Coalition for Open Government

sought intervention by Attorney General Derek Schmidt after the May 29 session of the Senate was interrupted by people protesting in support of Medicaid expansion.

The KOMA complaint was filed on behalf of the Kansas Press Association, Kansas Association of Broadcasters, the Kansas Institute for Governmental Transparency, all represented on the Sunshine Coalition board.

Senate President Susan

Wagle, R-Wichita, responded by allowing the gallery to be temporarily closed.

News reporters were removed from the Senate chamber during the protest, but Democratic and Republican senators, legislative staff, employees of the governor and others were allowed to remain.

On social media, Wagle said people were told to leave the

See MEDIA on Page 7

## KPA listens, makes convention changes

A significant change in the format of the annual convention of the Kansas Press Association is coming in 2020.

Next year’s convention of the Kansas Press Association, including news and advertising programming and the ever-popular Awards of Excellence luncheon, will be March 19 and 20 at the Meridian Center in Newton.

The President’s Banquet will become a separate event, rebranded as the President’s Gala and scheduled early in the summer of 2020 in Topeka.

Emily Bradbury, KPA executive director, said two surveys following this year’s conven-

See CONVENTION on Page 4

# Social media is no panacea, but it can be an effective tool

When my publisher friend Joel Washburn asked me to visit his newspaper in McKenzie, Tenn., in June for a couple of days to work with his staff, he had the usual lists of items to cover while I was there:

- ☐ InDesign training ... check.
- ☐ Photo editing training ... check.
- ☐ PDF issues training ...

check.

- ☐ Increasing sales training ...

check.

- ☐ InCopy workflow training

... check.

It was the sixth item on the list that made me pause:

- ☐ How other newspapers are benefiting from use of social media ... hmm.

One of the inside jokes among my friends who speak at newspaper conventions over the past 10 years or so has been the number of workshops at conventions related to social media. For a while, five or six years ago, it seemed like every other breakout session had to do with social media.

While preparing to meet with Joel's staff, I went to my recent survey of North American publishers completed back in April. It was the fifth annual survey and, fortunately, we had questions about digital and social media on the survey each year.

When I looked at the 2019 survey results, I learned that 28 percent of respondents indicated social media is greatly beneficial to their newspaper's success.

As I looked closer at the respondents, it seemed the dailies were four times as likely to respond this way than weeklies. I suppose that makes sense since dailies are more likely to depend on online/digital sales for revenue. Another 57 percent of respondents indicated they felt like their newspapers benefit in some way through

use of social media.

Wanting to give Joel some helpful information, I went — where else — to social media to get some assistance. On Facebook, I asked friends who worked at newspapers to share how they successfully use social media at their papers. Within a few hours, I had more than 40 responses.

Here are a few of them:

Jessica, from Florida, wrote:

"We post questions on hot topics in our area and then use the comments on our opinion page (in the printed newspaper) in our 'social media' section."

Cindy in Texas wrote:

"We get a lot of leads for stories on our newspaper Facebook page, both for news and features."

Darryl, from Manitoba, responded: "On the morning our paper comes out, we post a collage of photos and a teaser such as, 'For the stories behind these photos, pick up a copy of today's paper.'"

Kari, from Texas, wrote:

"Going live at high school sporting events draws in a lot of people to see our brand, but we haven't monetized it."

Bruce in Kansas wrote:

"I've learned to monetize a boost. 'I'm glad you enjoyed the story we did on your new business. For \$20 (or whatever) we can boost that for you. Look at our number of followers.' It's not a big money maker but it makes the new potential customer happy."

Travis, from Kentucky, answered:

"We ask people to submit photos of themselves reading your paper in amusing ways, and then pick the best submission to receive a prize."

As I looked through the early responses



Kevin Slimp

See SLIMP on Page 7

## 2019-20 KPA BOARD

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## JUNE KDAN, KCAN WINNERS

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

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

If you have questions, contact Amber Jackson at [ajackson@kspress.com](mailto:ajackson@kspress.com) or call (785) 271-5304.

**KDAN** — Columbus News Report, one ad for a profit of \$450; Rural Messenger, four ads for a profit of \$1,765; Anderson County Review, two ads for \$1,650 profit.

**DIRECT PLACEMENTS** — Hays Daily News and Eureka Herald.

# Be a better listener; you might get better reception

When I was growing up, my father had an old shortwave radio.

Although he didn't use it often, I enjoyed playing around with it. There were buttons to listen to different frequencies to find radio stations in North America and overseas.

It was a magical machine.

I could hear people speaking in foreign languages. And when conditions were right, I could listen to the New York Yankees, my favorite baseball team. The strongest signal was usually WOWO — "1190 on your dial" — in Fort Wayne, Ind., which broadcast a

hockey team called the Fort Wayne Komets.

Imagine the excitement of an 11-year-old kid sitting in North Carolina, listening to a hockey game being played in a faraway place like Indiana.

The radio had two round knobs, one for volume and one for tuning. The tuning knob moved a red needle back and forth across the dial. As the needle approached a station, there was a lot of static and buzzing, but I learned how to hit the sweet spot by turning the knob ever so slightly.

I thought about that old radio recently —



**John Foust**

and the challenges of tuning in to a station — when I had a conversation with Karl, who manages an ad sales team. "A lot has been written and said about listening as a sales skill," he said, "so we should all know the basic rules: listen actively, eliminate distractions, make eye contact, and so on. That's why we go beyond

those general rules in staff meetings and talk about the little things we can do to tune in to other people.

Karl said they've been focusing on three small adjustments that can improve in-the-moment listening: ask one question at a time, don't interrupt and rephrase what the other person says. Let's take a closer look:

1. Ask one question at a time. "Because sales people get revved up for appointments — and because they are conditioned to ask questions — there is a tendency to ask a string of questions without giving the other person enough time to answer thoroughly," Karl said. "It's important to ask a question, listen carefully, then move on to the next question."

2. Don't interrupt. "This one is a matter of manners. It's a lot like asking too many ques-

tions at once. Not everyone formulates their thoughts at the same speed. While it doesn't make sense to let the other person drone on and on, at least look for a stopping point before jumping in."

Or move on to Karl's next pointer and rephrase what they're saying.

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**Karl said they've been focusing on three small adjustments that can improve in-the-moment listening: ask one question at a time, don't interrupt and rephrase what the other person says.**

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3. Rephrase. "This is a good way to stay focused. By restating what the other person says, you show respect and force yourself to pay attention and stay in step. Plus, when they hear their own ideas stated by another person, they're likely think of something else that is important. That's a big help."

Yes, sales conversations have a lot in common with that old radio. Improve your listening skills, and your ideas will get better reception.

*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](mailto:john@johnfoust.com). (c) Copyright 2019 by John Foust. All rights reserved.*

## A few laughs about mixed metaphors

They teach you in journalism school to avoid redundancies, malapropisms, the overuse of clichés and, sometimes, to make sure you don't mix your metaphors.

Brian Bilston has compiled a list titled "How to Avoid Mixing Your Metaphors." Here are Brian's observations:

It's not rocket surgery.

First, get all your ducks on the same page.

After all, you can't make an omelette without breaking stride.

Be sure to watch what you write with a fine-tuned comb.

Check and re-check until the cows turn blue.

It's as easy as falling off a piece of cake.

Don't worry about opening up a whole hill of beans.

You can burn that bridge when you come to it, if you follow where's I'm coming from.

Concentrate! Keep your door closed and your enemies closer.

Finally, don't take the moral high horse:

If the metaphor fits, walk a mile in it.

Here are a few more we found on the Internet:

Clearly, we've opened a Pandora's box of worms here.

Don't look a gift horse in the eye.

Well, that's water under the dam.

It's time to step up to the plate and lay your cards on the table.

He's not the sharpest cookie in the jar.

A Pentagon staffer, complaining that efforts to reform the military have been too timid: "It's just ham-fisted salami-slicing by the bean counters."

Don't bite the horse that feeds you.

A rolling stone is worth two in the bush.

Can't you read the handwriting in the wind?

Dirty laundry is coming home to roost.

He knew how to butter his nest.

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# Video is no savior, but it can provide some revenue

I saw the news last week that there won't be newspapers at Starbucks anymore.

The ubiquitous coffee chain and lifesaver of the under-caffeinated is making a number of changes to its stores, including no longer carrying newspapers.

The decision is part of an ongoing effort to declutter stores. Grab-and-go snacks and bags of whole-bean coffee also will disappear from stores beginning in September.

I first saw the story on CNN.com, and of course it came across like another continuing-death-of-the-news-paper-industry article.

I'm sure people in coffee shops are still reading the news as often as they have, but they are doing it on their phones and laptops. In a way, the news media and Starbucks are doing the same thing — adapting to changing times.

In many ways, these stories are “fake news” (sorry, could not help myself). But national media tend to get stuck on these narratives and can't let go.

For example, does anybody feel like the Dominican Republic is safe anymore? Actually, it's about as safe as always, but breaking news alerts would lead you to believe otherwise.

CNBC's story on the same topic noted

research from the Pew Research Center that weekday digital circulation was up 6 percent last year, while weekday print circulation was down 12 percent.

For small papers like ours, the move to digital is a scarier proposition. Covering our small portion of the world will likely never generate the online traffic to generate significant revenue. But we have begun to mess around in that area a bit and have found some minor successes.

The past two years, we have sold Facebook videos to a handful of vendors at our county fair. They are about as simple as can be. It's myself, my iPhone and the client, and two to three minutes of banter. The videos have no editing and no graphics. It's basically Facebook Live, just not live.

In most of the videos, I start with the camera on myself, do a five-second intro, and awkwardly swing the phone around to the client to finish out the video.

We've been able to do these in one take, except for the one time my brother called me in the middle of recording. We visit briefly before the video about what to

cover. We shoot it, and then it gets posted on our Facebook account with three to four text sentences promoting the business.

The time investment is about 10 minutes, and the clients get access to our Facebook audience for under \$50.

One of our new clients, an insurance agent, already wants to do more on a regular basis. I'm thinking we now need a YouTube channel, too.

These videos have been shared on our clients' Facebook pages, and I've seen the many comments.

The reach for each video was a bit different, running from about 700 at the low end to well over 2,000. The best videos were in front of hundreds of people within hours.

Some stranger shouted me down in

one of the commercial buildings on the fairgrounds, saying “I love the videos!” A colleague texted me to ask how we were selling them. One of our staff members helping sell the videos doesn't even know how to log in to her own Facebook account; the sale was that simple.

Video won't be our savior. The time investment can quickly get out of hand relatively to what our small, locally-owned mom-and-pop businesses can afford. But these little videos are one more tool in our toolbox.

Like Starbucks, we need to continually look around our business and evaluate. We need to get rid of what does not work, and we need to be brave enough to try new things. Our operations will look different 10 years from now, and I'm sure yours will, too.

Starbucks will still be selling coffee, and we'll still be covering our communities. I'm willing bet my future that we'll still be here, providing a service to our readers (and now viewers) — like we have been, just maybe a bit differently.

**Travis Mounts** is president of the Kansas Press Association for 2019-20 and managing editor and co-owner of *Times-Sentinel Newspapers*, based in Sedgwick and Sumner counties.



**Travis Mounts**

## Convention

Continued from Page 1

tion indicated attendees believed too much was being packed into the Thursday night through Saturday afternoon annual conference, making it difficult for smaller newspapers to take advantage of the programming because of the cost of being gone that long from the office.

“Respondents to the surveys indicated the convention was too long and that having it run into Saturday was a concern,” Bradbury said. “They also were telling us they needed more basic programming for their staff members.”

To make it more attractive to newspaper staff members and especially those at non-daily newspapers, the convention will begin with a networking event on Thursday night, followed by a full day of programming on Friday.

The hotel will be the Holiday Inn Express in Newton. It has a community convention facility just across the parking lot.

The President's Gala will continue to be a more formal affair and include the Kansas Newspaper Hall of Fame inductions and well as presentation of the other special awards including the Clyde M. Reed Jr. Master Editor Award, the Gaston Outstanding Mentor Award, the Boyd Community Service Award and the Victor Murdock Award.

Bradbury said plans are to invite all living Hall of Fame members and immediate families of deceased HOF members to the event.

“We want to take the opportunity to again recognize those who have blazed the trails of Kansas journalism and their family members,” she said. “We're continuing to plan both events, so your suggestions for speakers and programs are still welcome.”

# Media

Continued from Page 1

Senate “to ensure the safety of everyone.”

Ron Keefover, president of the Sunshine Coalition, said the attorney general’s office notified the organization by letter that concerns the Senate denied the public an opportunity to observe proceedings in violation of KOMA would require further investigation.

In addition, the letter said the attorney general’s office would consider, “in an abundance of caution,” whether any business of the Senate occurred while the chamber was in recess.

The office of the GOP attorney general said allegations the Senate violated its own rules and operated contrary to the First Amendment of the U.S. Constitution went beyond authority granted the state’s top law

## Anstaett, Keefover to appear Thursday on ‘I’ve Got Issues’

**D**oug Anstaett, Kansas Press Association, and Ron Keefover, Kansas Sunshine Coalition for Open Government, will be on public TV KTWU’s “I’ve Got Issues” program at 7:30 p.m. Thursday to discuss open government issues.

enforcement officer.

Lisa Mendoza, an assistant attorney general for Kansas, informed the Sunshine Coalition the Senate was arbiter of its own rules. Alleged constitutional violations cannot be resolved through the complaint process established by the state open meetings act, she said.

“We decline to take any further action or express any opinion concerning the merits

of these allegations,” Mendoza said.

Keefover said he was encouraged the attorney general was examining conduct of the Senate but disappointed that key elements of the complaint were dismissed.

“We still think the Senate actions in closing its doors to the public and news media are outrageous and cannot be tolerated,” he said.

Potential expansion of eligibility for Medicaid to about 130,000 working adults and children was a point of contention during the 2019 session. A bill broadening access was passed by the House, but Wagle and Senate Majority Leader Jim Denning collaborated to block Senate consideration of the bill.

Denning said the issue would be considered by the 2020 Legislature. Expansion of Medicaid remains a central policy objective of Democratic Gov. Laura Kelly.



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*Want to sharpen up the look of your house ads? We’ve got the solution. We’ve got professionally produced ads that will help you sell the quality of your newspaper and how important it is to your readers. We’ve*

*got them in all kinds of sizes, with the KPA logo and without so you can add your own if you wish. To download these PDFs to use in your newspaper, go to: <http://kspress.com/267/keep-reading-campaign>*

## MARKETPLACE

### NEWS

**REPORTER** - 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. Contact Editor-in-Chief Bill Roy: [broy@bizjournals.com](mailto:broy@bizjournals.com). (5-25)

**REPORTER** - The Iola Register is looking for a reporter with strong writing skills and intrigued by what makes small town America click. Your beat would be wide-ranging, from play reviews to county commission. And if you like sports, we could always use help during basketball and football. A journalism degree or newsroom experience is preferred. Along with cover letter please include a resume, digital portfolio, and references and send to [susan@iolaregister.com](mailto:susan@iolaregister.com). Starting pay with no experience is \$35,000. Those with experience will be compensated accordingly. Health and dental insurance and 401k retirement plan included. (3-22)

**REPORTER** - 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. 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). (3-20)

**REPORTER NEEDED** — now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and

### Are your ads still timely?

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

Ads on this page that have run for more than six months (except for newspapers for sale) are removed. Please resubmit if jobs are still open.

Please review the remaining ads on this page and indicate to [ebradbury@kspress.com](mailto:ebradbury@kspress.com) if they are still timely.

county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at [dpaxton@nwkans.com](mailto:dpaxton@nwkans.com), and Steve Haynes at [steve.haynes@nwkans.com](mailto:steve.haynes@nwkans.com) EOE/M/F/D/V (1-4)

### DESIGN

**GRAPHIC DESIGNER** - The Register is seeking a full-time graphic designer. Must have experience with the Adobe Creative Suite, including InDesign, Photoshop and Illustrator. Responsibilities include updating daily classified ad pages. Benefits included. Interested? Email [susan@iolaregister.com](mailto:susan@iolaregister.com).

**GRAPHIC ARTIST/PAGINATOR/DESIGNER** - Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the website and social media. There may be some reporting duties as well. Involves evening and weekend work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, 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).

### PRODUCTION

**PRESS OPERATOR** — Accepting resumes for Press Operator at progressive, family-run newspaper in Weatherford, Okla. Experience with Goss Community press helpful. Attractive compensation and re-location packages. Contact Phillip Reid at 580-772-3301 or email resume to [PhillipReid.net](mailto: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](mailto:jaudus@gbtribune.com).

### NEWSPAPERS FOR SALE

**For Sale:** 141-year-old weekly newspaper in Hanover, Kansas. Owner died unexpectedly after 50 years of editing/publishing the paper. Official City Newspaper. Steady subscription. Call (785) 337-2242 for more information. (4-11)

**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@squareddealnews.com](mailto:editor@squareddealnews.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](mailto:ebradbury@kspress.com). (6-14)

Respected 133-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Motivated seller. Will include building and property in sale or sell business only. Asking \$105,000. (785) 341-7573 after 5 p.m. MST. (5-29)

### MISCELLANEOUS FOR SALE

**FOR SALE** — Atlas offset press. 2 quad units and four mono units with folder, roll stands and all electrical equipment needed for operation. Also includes bay window to print full color on both sides of one web, plate bender and punch. Comes with conveyor belt and count-o-veyor. Price reduced to \$25,000. Call 620-626-0840 or email [earl@hpleader.com](mailto:earl@hpleader.com)

# Social media

Continued from Page 1

(early enough to meet my column deadline), I didn't see anyone writing about making money through social media posts, but I did notice a lot of respondents were using social media to prompt readers to pick up or subscribe to their newspapers which, obviously, could benefit the bottom line.

I had an interesting experience with social media recently.

I hosted a webinar titled, "Kevin's 100-Minute Extravaganza" — by the way, there's another one on Thursday. I expected a low turnout because people generally don't attend webinars in the summer, due to vacations, back-to-school deadlines, holidays and whatever.

Most registrations come in response to email blasts and promotion by various press associations. However, I noticed a serious bump from a couple of Facebook posts I created a week before the webinar.

Later, I noticed several folks had shared the posts on their Facebook pages. Then a couple of associations asked if they could

sponsor webinar registrations for their members.

In the end, close to 100 newspapers eventually registered for the webinar, most within four days prior to it taking place. And when I looked at the registrations afterwards, it was apparent about half of those were a result of those couple of

Facebook posts from the week before.

What lessons am I learning about social media?

It's apparent it's not the end-all, and probably isn't going to make a major dent in most newspapers' bottom line anytime soon. However, used effectively, it can be

a tool to drive readers to your print and online editions of your newspaper, promote subscriptions, and even be used as a service to advertisers.

If your newspaper is investing in social media, I would suggest you regularly examine what's being done and gauge its effectiveness in driving new subscribers and increasing ad revenue.

*Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).*

**Used effectively, social media can be a tool to drive readers to your print and online editions of your newspaper, promote subscriptions and even be used as a service to advertisers.**

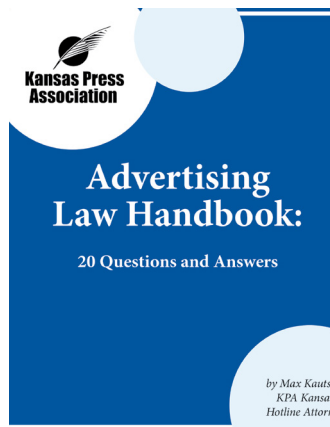
## Ad Guide geared to members

Max Kautsch, the Kansas Press Association's Legal Hotline attorney, updated and adapted the KPA Advertising Law Guide into a more compact, FAQ format last year.

The streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#).

"We found that there were a handful of questions that continue to come up in the advertising law arena, so we tried to make the answers more quickly accessible," said Emily Bradbury, KPA executive director.

The guide is digital and can be updated at any time another issue becomes important to members.



## THIS MONTH'S QUESTION

Q. I really liked the "Where are they now?" feature in the May Kansas Publisher. Are you going to do that again?

A. Yes. If you or someone you know who was a part of the Kansas Press Association family is now doing something different — either outside the newspaper industry or within — we'd like to hear about it. Send your suggestions and short bios about what you're doing now to [danstaett@kspress.com](mailto:danstaett@kspress.com).

## KPA STAFF

**Emily Bradbury**

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

# Collaboration for the common good is way forward

One of the best pieces of professional advice I ever received was this: If you are the smartest person in the room, you need to find a different room.



**Emily Bradbury**

Like you, I pride myself on being educated about the happenings in our field (and others). I believe in always striving to be better and more evolved, but I also know my limits and I have many. I want to surround myself — and our association — with people who know better and want to be better. Those who are striving to lift our industry up while pushing us down the path of innovation while not losing our core values and mission.

You may have seen articles over the past several weeks, detailing projects that are launching in Colorado and New Jersey that are bringing people together to help move the news industry forward in their respective states.

The Colorado Media Project has

brought together various stakeholders in Colorado to study innovation in the local news industry.

And the Free Press project in New Jersey is bringing readers into newsrooms to talk about the future of local news.

They are two very different projects with the same goal: collaboration for the common good.

Well, we don't have millions of dollars to commit to our own project but we do have connections.

We have relationships. Relationships with key stakeholders in the industry here in Kansas and across the nation.

We have relationships with the professors at Kansas' higher education institutions who are training their students toward careers in community journalism.

We are talking with key stakeholders inside and outside our industry on how to better help you, how to help you better help your readers and how we can better help all

Kansans.

We are excited to show you all of the ways that our collaborations have borne fruit but, until then, ask yourself how you can collaborate with your readers, advertisers and even your competitors.

What issues are affecting your communities?

The opioid crisis? Suicide?

How can you work together with fellow newspapers to take an overwhelming topic, spread the work around and end up with a piece that educates and, perhaps, influences legislation to help

**We are excited to show you all of the ways that our collaborations have borne fruit but, until then, ask yourself how you can collaborate with your readers, advertisers and even your competitors.**

confront the crisis?

As journalists, you are skilled at finding the smartest person in the room. Just make sure that it is never you and, if it is, go explore some other rooms.

That's usually where the magic happens.

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

## KORA-KOMA training sessions kick off in Wichita

Free training sessions on Kansas open government laws are being offered this week and next across Kansas, Attorney General Derek Schmidt and the Kansas Sunshine Coalition for Open Government announced.

The first was today at the Marcus Welcome Center at Wichita State University.

Panelists for the events include Kansas Sunshine Coalition members, local government officials and media representatives.

The remaining schedule is as follows:

### ☐ Friday, July 19 — 1 p.m. to 4 p.m.

Colby Community College, Robert Burnett Memorial Student Union, Rooms 108 and 109, 1255 S. Range Ave., Colby.

### ☐ Wednesday, July 24 — 1:30 p.m. to 5 p.m.

Kansas City Kansas Public Library, Main Branch, 2nd Floor Auditorium, 625 Minnesota Ave., Kansas City, Kan.

### ☐ Thursday, July 25 — 10 a.m. — 2 p.m.

Independence Public Library, 220 E. Maple St., Independence, Kan.



*Philip Michael, assistant Kansas attorney general (left) leads a panel this morning on open meetings and open records issues including (from left) Dan Close, assistant pro-*

### ☐ Friday, July 26 — 9 a.m. — Noon

Memorial Hall, 2nd Floor Auditorium, 120 S.W. 10th Ave., Topeka.

These seminars are free, and open to the public. Space at each location is limited,

*fessor, Wichita State University; Anne Swegle, deputy district attorney, Sedgwick County; Kim Wilhelm, news director, KWCH12, and Dan Moses, WSU general counsel.*

and registration is on a first-come, first-served basis. Participants can register on the Kansas Attorney General's website, [www.ag.ks.gov/open-gov](http://www.ag.ks.gov/open-gov), or by calling (785) 296-2215 or (888) 428-8436.