

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION JULY 21, 2021

Save the Date!

The Kansas Press Association's President's Gala is set for Oct. 9 at the Meridian Center in Newton.

The event will include Kansas Newspaper Hall of Fame inductions and presentation of the Clyde M. Reed Jr. Master Editor and Gaston Outstanding Mentor awards, among others.

INSIDE TODAY

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Now the owner of his own publishing company, Kevin Slimp understands more of what it means to make tough economic decisions.

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KPA Executive Director Emily Bradbury offers plaudits to a colleague.

KPA CALENDAR

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.



Robin Clasen Wunderlich works at her desk at the Eureka Herald, where her father Kansas Newspaper Hall of Famer Dick Clasen spent a major portion of his career. See her column on Page 4.

Wunderlich is new KPA president

Robin Clasen Wunderlich, editor and publisher of the Eureka Herald, is the new president of the Kansas Press Association Board of Directors.

She was elected along with a slate of directors by members of the association.

Wunderlich is the daughter of the late Dick and Rachel Clasen. Dick Clasen was a KPA president and member of the Kansas Newspaper Hall of Fame, as was his father, George H. Clasen II.

Because of bylaw changes approved by the association, only three officers were elected at the virtual annual business meeting: Wunderlich, first vice president David Allen Seaton of the Cow-

ley CourierTraveler; and second vice president/treasurer Tim Stauffer, editor of the Iola Register. Both Seaton and Stauffer come from multiple generation newspaper families as well.

Rounding out the nine-member board of directors for 2021-22 are: Joey Young, Kansas Publishing Ventures, past president; Nickole Byers, Ellis Review, Northwest District director; Mary Hoisington, Great Bend Tribune, Southwest District director; Alicia Pauls, Flint Hills Media Group, Northeast District director; Jeff Cott, Derby Informer, legislative director; and Chad Lawhorn, Lawrence Journal-World, a presidential appointee.

KPA bylaw changes gain approval

Kansas Press Association members have voted overwhelmingly in favor of fine-tuning and modernizing the association's bylaws.

Included in the changes approved is a streamlined board of directors, reducing the number from 13 to 9.

"Most of the changes were

initiated to reflect our entire membership and to align with nonprofit best practices, including smaller, more agile boards," said Emily Bradbury, KPA executive director.

One reason for the reforms: the association no longer owns a building in Topeka and all staff members now work from

home. While many staff meetings are conducted using Zoom, the staff also meets together periodically at locations in Topeka and Lawrence.

Other changes include:

- Each newspaper that holds an active or associate member-

See BYLAWS on Page 4

Since becoming a ‘publisher,’ he sees issues from a new light

About 15 or so years ago, I received a call from a newspaper designer at a small weekly. She was panicked because of a technical issue that was causing a lot of complications at her paper.

“No problem,” I told her. For less than \$100, the paper could purchase a software utility that would fix the problem.

A few minutes later, my phone rang again. “The publisher says we can’t afford it.”

My response worried the designer. “Walk into your publisher’s office,” I told her, “and remind her that I know what kind of car she drives.”

She didn’t want to follow my instructions, but I assured her she wouldn’t get into any trouble.

You see, I knew what type of car the publisher drove. I’d known her for years. Just now, I checked, learning that a 2021 model of her car sells for more than \$100,000.

A few minutes later, my phone rang again. “We just ordered the software.”

Since starting my own publishing company four years ago, I’ve gotten a feel for what it’s like to be on the other side of the desk.

As a consultant, I often advised publishers about making long-term plans and investing in their companies.

This became especially apparent to me a few days ago when a staff member told

me we needed to talk. She had a business proposal. We met for coffee – well, I had a diet Coke – and discussed her ideas.

I came out of the meeting a little poorer in the short term. These were her ideas:

☐ We should invest in a subscription-based software package, priced at \$500 per month, that would help ensure that we’re making accurate payments to writers.

☐ We should hire more editors. There were a couple of reasons for this, but I was sold on the idea because years of consulting have taught me that quality is everything, and I agreed that we needed to “up” the quality of our editing. In addition, we’re publishing a lot more books these days, and I’ve been working my editors too hard, resulting in a loss in quality.

☐ We need to invest in more office

space. Yes, we could continue to work the way we have, but our tight spaces were resulting in short fuses, as well as storage and other issues.

I now know more than ever what it means to be a publisher. It means that every penny invested in the company comes

directly out of my pocket. There’s no salary from other owners. No group to pay my way. My income is based on the profit of the company. What I make is what’s left over after all expenses are paid.

We discussed the pros and cons of each idea. I brought up a possibility that she could continue to work as hard as she has been, and I could pay her more money, but we both knew that wasn’t the best option. The best option was to

look toward the future of the business and do what is needed to help ensure continued growth in the long term.

One reason many community newspapers succeed is because their owners live in the communities they serve. In addition to their love for their communities, along with an understanding of the importance of

journalism, they also realize every decision made at the paper affects their financial futures.

When I considered the three proposals presented to me, it didn’t take long to realize our company had two choices: 1) Continue to go on as we were,

which would allow us to make a living, but keep us from significant growth in the long-term, or 2) We could invest in the future, meaning I could take home a little less money over the next few months, knowing our business would be poised to continue our growth well into the future.

I bet you can guess what I decided. We met and looked over the new office space. I signed the lease, and I’m very excited about the new editors who will be working with us.

Speaking of software, my friend Reed Anfinson, publisher in Minnesota, called in a bind last week. His paper wasn’t going to press on time due to a technical error with the InDesign newspaper file. I asked him



Kevin Slimp

Since starting my own publishing company four years ago, I’ve gotten a feel for what it’s like to be on the other side of the desk.

2021-2022 KPA BOARD

Robin Clasen Wunderlich

President

Eureka Herald

news@eurekaheald.com

David Allen Seaton

First Vice President

Cowley CourierTraveler

daseaton@ctnewsionline.com

Tim Stauffer

Second Vice President

and Treasurer

Iola Register

tim.stauffer@iolaregister.com

Joey Young

Past President

The Clarion, Newton Now

joey@kspublishingventures.com

Nickole Byers

Northwest District Director

Ellis Review, Western World

review@gbta.net

Jeff Cott

Legislative Director

Derby Informer

jeff@derbyinformer.com

Mary Hoisington

Southwest District Director

Great Bend Tribune

mhoisington@gbtribune.com

Chad Lawhorn

President’s Appointment

Lawrence Journal-World

clawhorn@ljworld.com

Alicia Paul

Northeast District Director

Clay Center Dispatch

claycenterdispatch@gmail.com



See SLIMP on Page 8

Give your advertising some personality

Kirk likes to work directly with his ad clients on their creative strategies.

“Making a sale is just the first step in the journey,” he said. “It’s a big part of my job to make sure my clients stand out from their competitors on the page and on the screen. When I work with several advertisers who are in the same type of business, it’s a special challenge to create a different ad personality for each one of them.”



John Foust

Generally speaking, there are two types of advertising. There are image ads that are designed to give consumers a good feeling about the advertiser (for example, “Your safety is our biggest concern”). And there are response ads that are designed to move readers to take action (“Buy one, get one free”).

Kirk is on target in his comments about personality. Whether image or response – whether print or digital – every ad has some kind of personality. Instead of leaving that important advertising ingredient to chance, he is determined to help them develop ad personalities that appeal to their respective target audiences.

Let’s take a look at a few of the tools which can contribute to an ad’s personality – the type of personality that a client wants to project:

1. Typography. When we speak, it’s not just what we say, it’s how we say it that communicates a message. It’s the same on the newspaper page or the digital screen, so much so that typography has been called “the voice of print.”

From a bold, sans serif headline for a construction equipment distributor to a lighter serif headline for an upscale clothing store, type fonts can create important first impressions.

2. Photographs vs. Illustrations. To depict realism, use a photograph. Photos are usually more true-to-life than drawings. Even if a photo has been touched up, consumers are willing to accept it as a reasonable representation of the subject matter.

Although some illustrations can be as realistic as photographs (consider close-cropped, photo-like depictions of tires), most illustrations leave more to the imagination than that. There are a number of choices, including pen and ink, gray tones, charcoal, watercolors and cartoons.

3. Products vs. people. Three pos-

sible options are: products by themselves, people by themselves or people using the products. In other words, an ad can depict a widget, people (in posed or candid shots), or a person using a widget.

4. Copy style. Some advertisers present information in a straight-forward pattern that reads something like this: “(1) feature-benefit, (2) feature-benefit, (3) feature-benefit, (4) buy today.” Others like to tell – or imply – a story. For example: “Imagine getting yard work done quickly, so you’ll have the rest of the

Whether image or response – whether print or digital – every ad has some kind of personality.

day for fun.”

“There are lots of creative options and combinations that give us ways to customize ads for our clients,” Kirk said. “Even if they sell the best products in the world, nobody will read their ads unless they attract attention on the page. That’s why the sale is only the beginning of the process.”

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

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KPA NETWORK WINNERS FOR JUNE

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in June 2021. If you sell a K DAN 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.

K DAN — No ads sold by members.

K CAN — No ads sold by members.

DIRECT PLACEMENT — Eureka Herald, Hays Daily News.



THIS MONTH’S QUESTION

Q. With Doug Anstaett’s retirement from legislative lobbying, what is the KPA going to do in terms of statehouse representation?

A. The KPA Board of Directors has authorized Emily and Doug to explore contract lobbying options. Interviews are being conducted over the next several weeks and we hope to have someone on board as soon as possible.

You can rest assured we will choose someone who strongly supports open government in addition to our goal to keep public notices in print and in Kansas newspapers.

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KPA president trained as teacher; fate led her to a newspaper career

Uncharted territory. That is where I'm currently finding myself and, quite honestly, it's a place that I never thought my path would lead me.

For those that don't know me, here's a little back story.

The week that I was to graduate with my teaching degree, my father passed away from a massive stroke.

He was the editor/publisher of a weekly newspaper in Greenwood County. The Eureka Herald was more than a career; it was his passion.

And, there was no way the presses were going to stop because he was no longer present.

I remember that production day as if it was yesterday. I had very little training in the journalism world. Although I served as the editor for my high school yearbook, it failed to compare to the everyday life of a newspaper editor.

This small paper, now in its 152nd year, had to keep going. I walked up the stairs to the "bank" and found that my father had placed one news story and the datelines on each of the pages. I had no idea what I was doing.

It was the day after he had passed and we needed to get a paper put to bed. With the help of many, that edition was published. The next few weeks were touch and go, but here we are more than 13 years later and I'm still pasting away. Thankfully, we are now paginating on the computer and not using the wax machine to paste up pages.

But, to this day, I still believe I'm in uncharted territory. This industry is so

rewarding. We learn new things every day, if we are willing.

When I was asked to serve on the board years ago, I was shocked. I didn't believe I belonged.

I wasn't a "journalist" but rather someone who was just taking over a family business to ensure the community remained informed.

I attended my first board meeting and was surrounded by great journalists. To say I was intimidated would be an understatement.

But I'm so glad I agreed to serve. I now have multiple mentors that I aspire to follow. Friendships that will last a lifetime. But, above all, I gained confidence in myself and know that I'm where I should be. Even if it is uncharted territory.

The unknown continues as this past month I took over as Kansas Press Association president, a role my father, Richard "Dick" Clasen, and grandfather, George Clasen, also held.

Of course, I'm nervous. There are fears with anything that is unknown. But, if anything, this industry has taught me to face those fears and push forward. I look forward to taking on this role, even though I believe I'm following in big footsteps.

Feel free to contact me if there is anything you believe I should focus on during the next year. We can do great things for our industry by working through these uncharted territories together.

Robin Clasen Wunderlich is the 2021-22 president of the Kansas Press Association.



Robin Wunderlich

Ad law question? law guide can help

Max Kautsch, the Kansas Press Association's Legal Hotline attorney, continues to update the contents of the KPA Advertising Law Guide. It contains fresh answers to the most frequently asked questions.

The streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#) and includes a number of links to more information.

"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. "In addition, the guide is digital and can be updated in real time when changes occur."



Max Kautsch

Do you have extra time? Make yourself available

Are you a retired or out-of-work advertising salesperson, designer, reporter or publisher that would like to make a few extra dollars by filling in at a local publication when a need arises?

We are often approached by member publications that have the need for a substitute employee due to staff illness or coverage for vacations.

If you would you like to sign up to be a part of the KPA Substitute Talent Pool, fill out the [form here](#).

- The principal office of the association shall be #351, 4021 SW 10th Ave., Topeka, KS 66604. This address is a UPS store and is used for mail delivery purposes.

- Friend membership status may be granted to any business, organization, association or other entity that wants to support the activities of the association

- Individual membership may be granted by the board of directors to any retiree and/or former employee of a Kansas newspaper.

The new board of directors includes nine members, a reduction from the previous 13.

You may read more about the newly elected directors and officers [here](#).

Bylaws

Continued from Page 1

ship in the association is entitled to one vote at all regular and special meetings. Eligibility to serve on the KPA board is now open to both active and associate members, although no more than two associate members may serve on the board at one time.

- While it is the board's intent that each of the four districts in the state always be represented on the board, it's no longer a requirement, although the board will make a good faith effort to reach that goal.

- A nominating committee will be ap-

pointed by March 15, consisting of the past four KPA presidents and up to two additional members selected by the president. Nominations for the board, including both recommendations and self-nominations, will be reviewed by the nominating committee and submitted to the board by April 15. The executive director will then circulate the slate of candidates at least two weeks prior to the annual business meeting.

- The board of directors will now be nine voting members and include one ex officio member, the KPA executive director.

- The membership shall elect to two-year terms a legislative director and three district directors.

Next KPA webinar to focus on public notice best practices

We believe strongly that public notices should be in printed legal newspapers.

In fact, we spend a good deal of time each year both in Topeka and in our communities defending that notion.

Sometimes, however, we forget that there are others — especially those in public office who want to “punish” us for our news coverage — who view this issue differently.

They spend a great deal of effort through their associations trying to take this important tool for informing the public away.

They want to put public notices on the internet, preferably on their own websites.

The Kansas Press Association has scheduled our next Brown Bag and B.S. webinar for 11:30 a.m. Aug. 13 to discuss

this threat and how we can utilize best practices and standards to protect this valuable service we provide the public and the revenue stream that it provides our newspapers.

At this seminar, we will explain how your public notice placement process matters in Topeka.

We will discuss the history of public notices, current state law and how you can help us protect this important public service.

We’ll even discuss how some of our practices might harm us.

We ask that each publication register at least one attendee for this

At this seminar, we will discuss the history of public notices, current state law and how you can help us protect this important public service.

important webinar.

Attendees will be eligible to win a free catered lunch for their staff. The webinar is free but registration is required.

[Register here.](#)

Sustainability Act has benefits for most newspapers in Kansas

The Local Journalism Sustainability Act is back and we need your help. H.R. 3940 has been reintroduced into Congress. The bill, which is virtually the same as last year, has three important components:

1. Payroll Credit for Compensation of Journalists

a. A five-year refundable credit for local newspapers to employ and adequately compensate journalists.

b. The credit can be up to \$25,000 in the first year and \$15,000 in the subsequent four years.

2. Transitional Tax Credit for Local Newspaper Subscriptions

a. A five-year non-refundable credit of up to \$250 annually to incentivize individual subscriptions to local newspapers.

b. The credit can cover 80% of subscription costs in the first year and 50% of subscription costs in the subsequent four years.

3. Credit for Advertising in Local Newspapers and Local Media

a. A five-year non-refundable tax credit that would incentivize small businesses

(less than 50 employees) to advertise with local newspapers as well as local radio and television stations.

b. The credit can cover up to \$5,000 of advertising costs in the first year and \$2,500 in the subsequent four years.

Please reach out to your representatives now and ask for their support of this bill, as many of them are in Kansas for the next couple of weeks. America’s Newspapers is also working on a Senate companion and we hope to have more news on that front soon.

Feel free to use or to share our resource page, which tracks all things related to the LJSA: www.newspapers.org/ljsa

Here are the addresses to contact your Kansas U.S. House member:

1st District - Rep. Tracey Mann – <https://mann.house.gov/>

2nd District - Rep. Jake LaTurner – <https://laturner.house.gov/>

3rd District - Rep. Sharice Davids – <https://davids.house.gov/>

4th District - Rep. Ron Estes – <https://estes.house.gov/>

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FRIENDS OF KPA

Ron Keefover

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

MARKETPLACE

MANAGEMENT

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

PUBLISHER – Seeking candidates to replace retiring publisher for the Stillwater News Press, an award-winning newspaper in one of Oklahoma's best markets – the home of Oklahoma State University. This individual will oversee all operations of the New Press and help navigate print and digital products to future successes. Great benefits and bonus plan. Send letter and resume to CNHI Group Publisher Dale Brendel at publisher@joplinglobe.com.

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

NEWS

The Chanute Tribune is seeking a Sports Editor to cover school-related teams and community sports activity. A great opportunity to lead our Sports Department. Applicants should possess a strong grasp of the English language (including spelling and grammar) and have excellent writing skills. Experience in InDesign and Photoshop is a plus. Must be organized, personable and responsible. Please send resume to shanna@chanute.com or mail to The Chanute Tribune, P.O. Box 559, Chanute, KS 66720. Join our award-winning newsroom! Pay commensurate with experience.

NEWS EDITOR – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a News Editor who can build sources and dive into local issues. Duties include page layout, feature writing, coverage of local government boards, and copyediting. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who does not shirk from the hard questions. This person must have the ability to work productively in a team setting. Must be aggressive and adept at setting priorities and reordering them as needed, particularly under deadline pressure or as circumstances change. The person should have strong editing and writing skills. The position will also require news page pagination and

knowledge of InDesign. Salary based on experience. Send cover letter, resume with references and writing samples to Kim Maguire General Manager at the email address advertising@abilene-rc.com.

SPORTS REPORTER–The Stillwater News Press is looking for a Sports Reporter to be a part of its award-winning staff. The reporter will cover high school sports, as well as athletics at Oklahoma State University, which is disseminated to all CNHI papers in Oklahoma. Experience with page design is preferred. Experience with photography is a plus. Must be able to work nights and the occasional weekends, especially during college football season. Please send a cover letter, resume and examples of your published work to Stillwater News Press Sports Editor Jason Elmquist at jelmquist@stwnnewspress.com. The position is full time and offers an excellent benefit package including paid time off, insurance, and a 401K plan. EOA

SPORTS WRITER – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a Sports Writer. Duties include covering all local sports, building relationships, attending sporting events, interviews and taking pictures, staying current on what is happening with local sports and writing the needed content in a clear concise way conveying factual information. This position requires strong writing abilities, a keen understanding of the sports that are being covered, researching skills, and completing task with in a time frame. This person should have strong editing skills, and a knowledge of news page pagination and knowledge of Indesign. Salary Based on Experience. Send cover letter and resume with reference and writing samples to Kim Maguire General Manager at the email address below advertising@abilene-rc.com

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.

NEWS REPORTER - We aren't replacing a reporter. We are adding! Eagle Radio of Manhattan is seeking a news reporter for its multimedia newsroom, which includes producing content for JCPost.com, 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.

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

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

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

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

EDITOR – The Shawnee Mission Post is hiring

See MARKETPLACE on Page 7

MARKETPLACE/CONT. FROM PAGE 6

an Audience Engagement Editor to ensure our coverage of Johnson County reaches the people who will value it most. The new staff member will be charged with leading the organization to the next level in its use of social media. Click here for details.

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

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

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

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

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

resume, three references and story clips to Doug Graham, News Editor, at dgraham@examiner-enterprise.com.

REPORTER NEEDED – now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at dpaxton@nwkansas.com, and Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

ADVERTISING

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

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

67530 or email: mhoisington@gbtribune.com

PRODUCTION

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

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

PRINTING OPTIONS

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

WE WANT TO BUY NEWSPAPER

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

NEWSPAPERS FOR SALE

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

Reflections on a life of service to journalism

I have had the honor of working with Doug Anstaett for the past 18 years. As many of you remember, but for those who don't, Doug came to the Kansas Press Association in January of 2004 when we were in the midst of a crisis.

His job was twofold: get the KPA back on solid financial footing and, to be blunt, calm the staff down.



Emily Bradbury

He was the perfect person for it. A self-described "tightwad" with a steady, calm presence was precisely what we needed.

Over the years, Doug has been the biggest cheerleader for Kansas newspapers and the journalism profession.

He has protected public notice, helped reopen probable cause affidavits and was a driving force in passing the Kansas shield law, which protects reporters from many governmental intrusions.

He is so good that we still can't let him go. While he is stepping back from his lobbying duties, he will still be around as a KPA consultant.

And he'll continue to be editor of the Kansas Publisher, our monthly publication

about all things KPA and other industry-related news, as he has every month since the summer of 2008.

As I mentioned in last month's column, I am not a trained journalist. I hold a degree in history and did a short stint in the political arena before coming to the KPA.

While I may not have attended one of our many exceptional journalism schools in Kansas, I have had 16 years of on-the-job training from our very own award-winning journalist.

Doug has won more awards than I can count. Among them are four first place awards in the Inland Press Association's William Allen White Editorial Excellence Competition (including the sweepstakes award one year), "Leader of the Year" in community journalism from the Huck Boyd Center for Community Media – and he's in the Kansas Newspaper Hall of Fame.

While that is enough to make someone feel like they have reached the pinnacle of their career, that is not what he talks about

most.

His wife, Lucinda, his daughters, their husbands and their seven grandchildren are what bring an even bigger smile to his face and as they say, a "pep in his step."

From both past and present KPA staff, thank you for sharing him with us all of these years. Thank you for supporting the best person that could have pulled us – as an association – back from the brink and taught me more about journalism than I could have learned anywhere else.

Doug, thank you for everything you

have done for Kansas journalism, for the KPA and me.

You taught me about more than just journalism.

To borrow the infamous line from Wicked, "I have been changed for good."

I will be forever grateful.

Congratulations on a well-deserved retirement!

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

Raskin, Wyden want legislation to protect journalists at fed level

Rep. Jamie Raskin (D-MD) recently introduced the Protect Reporters from Exploitative State Spying (PRESS) Act in the House, which establishes reasonable ground rules for when the government can obtain confidential source information from the media and their third-party service providers.

Sen. Ron Wyden (D-OR) introduced a similar bill in the Senate.

Raskin and Wyden believe groundbreaking investigative stories of government corruption and other wrongdoings might remain unknown – both to the public and to Congress – without information gathered from confidential sources by investigative journalists.

They add that actions by the government to learn journalists' confidential sources undermine the ability of the press, as outlined in the First Amendment, to provide important information to the public about such transgressions.

The legislation introduced in both the House and Senate would prevent government overreach in obtaining confidential information that would expose anonymous sources and jeopardize the public's right to know, while at the same time enabling law enforcement officials to get the information they need to investigate and prosecute crimes to keep the nation secure.

Alliance President and CEO, David Chavern, stated, "We must do more to protect journalists from being forced to reveal confidential sources used in investigative reporting, which are often crucial to helping to shed light on important public matters critical to preserving our democracy.

"We are grateful to Representative Raskin for his leadership in introducing this legislation, as well as Judiciary Committee Chairman Jerrold Nadler for calling attention to the problem of prosecutorial overreach when it comes to seeking source information from reporters."

While I may not have attended one of our many exceptional journalism schools in Kansas, I have had 16 years of on-the-job training from our very own award-winning journalist.

Slimp

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to send the file to me, I fixed it, then sent the new file back to him. Reed called again yesterday with the same problem, so I took the time to tell him how I repaired the file.

A few months ago, I wrote about a software app called IDMarkz, from Markzware (markzware.com), a software company that creates plug-ins and applications related to InDesign.

In my research, I learned that IDMarkz does a great job of fixing corrupt InDesign files. That's how I fixed Reed's problem file.

Now you know what Reed knows. If you use InDesign, go ahead and purchase IDMarkz. Get the full \$150 U.S. version. You can thank me later.

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.