

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

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Newspapers are recruiting new staff members.

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KPA CALENDAR

OCT. 1

President's Gala for Hall of Fame inductees and other special awards, Meridian Center, Newton. Tickets are \$65 each. [Click here to register.](#)

NOV. 19

Photojournalism Hall of Fame inaugural induction, Topeka.

TODAY'S QUOTE

“Journalist: a person without any ideas but with an ability to express them; a writer whose skill is improved by a deadline: the more time he has, the worse he writes.”

— Karl Kraus

Powls named Reed master editor

Iola Register lauded for community service; Wearing is outstanding mentor



David Powls

David Powls, longtime editor and publisher of the Holton Recorder, has been named the 2022 Clyde M. Reed Jr. Master Editor.

He will be honored along with several others, including the newest inductees into the Kansas Newspaper Hall of Fame, at the President's Gala on Oct. 1 at the Meridian Center in Newton.

Others to be recognized will be:

- The late Ben Wearing, former executive editor of the Salina Journal, who has been named this year's Gaston Outstanding Mentor.

- The Iola Register, the winner of the Boyd Community Service Award.

- Wichita Eagle reporters Chance Swaim and Michael Stavola, winners of the Victor Murdock Award for outstanding reporting for their three-

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Max Kautsch, legal hotline attorney for the Kansas Press Association, led a training session in Eureka last week on the Kansas Open Records and Kansas Open Meetings acts. The session was free of charge and attracted 25 participants from across the state.

Consultant selling is topic of Brown Bag

This month's Brown Bag and B.S. session will feature publisher Jeff Cott of the Derby Reporter focusing on the process of consultant selling.

It is scheduled for 11:30 a.m. Friday and will be conducted on Zoom.

To register, [click here](#). The event is free as part of your Kansas Press Association membership.

Cott, a member of the KPA Board

of Directors and current treasurer, says consultant selling is a process of interviewing advertising prospects that will give you enough information to develop a campaign.

Most importantly, he says, it will help you increase your closing ratios dramatically.

It's a strategy that Jeff has used for over 25 years – and it still works today.



Jeff Cott

Do seek new readers – however, don't ignore current subscribers

Three Target and two Walmart department stores are within four miles of my home. Let me be up front: I do not shop at Walmart. It's not because I'm a snot. I made a deal with Walmart 20 years ago that if they didn't want to advertise in my newspaper, I didn't want to shop in their stores. I've kept my end of the bargain for 20 years.

For reasons that wouldn't interest anyone reading this, last week I found myself in need of a dolly – the kind used to move heavy objects – at 10 in the evening.

Normally, I would have waited and found an Ace Hardware or local store where I could purchase a dolly the following day, but I needed it that night. You guessed it. I made my way to Walmart.

Sociological studies indicate that society can be broken down innumerable ways. Some studies have demonstrated the population can be divided between Walmart and Target shoppers. If true, I would fit into the Target segment.

I hadn't been to a Walmart in a long time and immediately noticed several differences between this Walmart and the Target I usually visit. One was the age of the shoppers. Targets tend to draw younger shoppers, especially college age shoppers. A quick look at start.io indicates Target shoppers have a significantly higher income than Walmart shoppers and are likely to be college educated.

Yes, I'm getting to my point.

It's not an accident that Target draws a different customer than Walmart. The aisles are more expansive. The lights are brighter. The grocery section, which accounts for half of Walmart sales, is much smaller at Target.

Target is looking for the younger customer in need of small kitchen appliances, upscale electronics, TVs, toys and hip clothes. No one can argue with the success of Walmart, but after one visit, it was obvious to me they are going after a different shopper. I believe Target knows there can only be one Walmart, so they've made the conscious decision to go after a different customer. And it's evident they are serious about keeping their current customers happy.

Over the past few weeks, I've done online consulting sessions with publishers in New York, Florida, North Dakota, Michigan, South Dakota, Tennessee, Texas, Nebraska, and probably a few places I've forgotten to mention. Looking back, I realize that each

of these visits came down to answering one question: How can we keep the readers and advertisers we have while attracting new readers and advertisers?

For a moment, consider your readers.

What do they love about the paper? What do they hate about the paper? What would you dare not change, or at least not change too much, in fear of upsetting your current customers?

Now, let's consider the potential readers and advertisers who aren't attracted to your paper. Are they looking for wider aisles, brighter lights, and trendier clothing styles (not literally, but figuratively)?

Interestingly, I met with the publisher of an excellent paper in Florida a few days ago. Her paper was undoubtedly focused on younger readers. There were lots of pictures and stories aimed at 20 and 30-somethings. This newspaper definitely attracts the Target shopper. I incorrectly assumed the publication was purposely going after the younger reader.

However, I learned this was probably due to a very young staff who tend to write for a younger demographic. While most publishers I visit with are (intentionally or unintentionally) going after an older audience, this paper caused me to focus, along with the publisher, on a different question: How can we appeal to an older audience, as well as the young audience we have currently?

I think I was almost as excited as this publisher as we began discussing how revenue could increase significantly with the addition of older readers. In Florida, there are a lot of potential readers in the "senior" age range. I believe her paper, which is already successful and widely read, will grow significantly in the not-too-distant future.

I've had a blast working with so many new publishers in these consultations over the past few months. Even though many of the papers have similar concerns, every community is unique, and every newspaper should be unique.

Finding ways to keep our current customers while attracting new ones should be of prime importance to all of us.

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.



Kevin Slimp

2022-2023 KPA BOARD

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Your two goals for ads – attention, retention

As mentioned in previous articles, there are two types of advertising: image and response.

Image advertising – sometimes known as institutional advertising – is designed to give people a good impression of the advertiser. (“We’re the dealership that cares.”)



John Foust

The objective of response advertising is to generate immediate response to a specific offer. (“Take advantage of these special discounts.”)

These two ad types have something in common. Each one – whether image or response – should strive for attention and

retention. In other words, the ad has to grab attention from the outset, then make the message memorable enough to stay in readers’ minds.

It’s not an easy task, but it’s necessary for the ad to have any chance of success.

Because we are bombarded with thousands of commercial messages every day – and because we can’t possibly notice or remember everything we see – we are instinctively selective.

A number of factors influence attention and retention, including eye-catching illus-

trations, legible typography, uncluttered ad designs, plenty of white space and reader-centered headlines.

But the biggest factor is relevance. If an ad doesn’t communicate instant relevance, it will fail the attention test. And if doesn’t leave the reader with a sense of relevance, it is not likely to be retained.

Let’s say you run across an ad that attracts your eye, because it features a large, detailed photo of a new widget.

The headline is a simple statement of the major benefit of owning this new model.

The layout follows the rules of simple, easy-to-follow graphic design. As a result, you stop browsing through other ads long enough to read the copy, which is refreshingly free of exaggeration. You have owned a couple of widgets in the past, and now that you think about it, this might be a good time to consider a new one.

This particular store looks like a good place to shop for one.

What just happened? In a matter of seconds, you made the jump from surface-level appeal (being attracted by the looks of the ad) to a deeper level (seeing the personal relevance of the product). In other

words, the widget ad has won your favorable attention.

What about retention? What would compel you to remember the widget and the store where it can be purchased? There are two primary elements: relevance (again) and repetition.

Relevance plus repetition equals retention.

We remember the products which fill a specific need – or offer a solution to a problem we have. And we remember the things which we see and hear repeatedly. How did you learn the multiplication tables? (By reviewing them over and over.) How did you learn the lyrics to so

many rock ‘n’ roll songs? (By hearing them – and singing along – countless times.)

What does all of this mean? Attention is important, for certain, but it is only the first of two goals. In order for an ad’s core message to work, it must also be retained.

Put these two together – and you have a winner.

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

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If an ad doesn’t communicate instant relevance, it will fail the attention test.

When in doubt, dial the KPA’s legal hotline

Max Kautsch is available by cell phone to answer member questions on the Kansas Press Association’s Legal Hotline.

The Kansas Open Meetings and Kansas Open Records acts can be difficult to navigate at times, but Max is there to help.

Initial consultations come without a charge to KPA members.

Call him at (785) 393-5520.

Your questions might includes any of the following and more:

- You cannot get access to a public record, or the cost is exorbitant.
- A meeting was held but notice wasn’t provided to the public.
- A court hearing that should have been open was closed to the public.



Kautsch

THIS MONTH’S QUESTION

Q. Why should my publication be a part of the KCAN and KDAN Networks?

A. The KCAN and KDAN Networks are an easy way to earn more money for your publication AND an economical, statewide advertising solution for your clients

If you are not part of the networks and want more information, please contact Amber at ajackson@kspress.com.



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In this business, change is the only constant

With this first column as Kansas Press Association president, let me introduce myself a bit.

I am a fourth-generation newspaper publisher, following in the footsteps of my dad, his dad and his dad.

I am president and the largest stockholder at Winfield Publishing Company, which operates the Cowley CourierTraveler and the Newkirk Herald Journal, in Oklahoma.

Winfield Publishing is part of Seaton Publishing, which is a small network of papers and some radio stations, mostly in the Midwest. I say network, because we are not a corporation. We have shared ownership but each paper operates independently.

This seems to have worked well over the years in maintaining community-minded businesses with an emphasis on both quality and profit.

Here in Cowley County, we've certainly done our share of consolidation over the years to survive in this difficult but delightful business.

In 2016, we combined the Winfield Daily Courier and the Arkansas City Traveler into the CourierTraveler, or CT as we like to call it.

We recently shut down our press and commercial printing operation. The Ponca City News in Oklahoma now prints our papers.

In April, we reduced our print schedule from five days a week to three: Tuesday, Thursday and Saturday.



David A. Seaton

That's a lot of big change, huh? I don't always like change, but I know it's usually essential to stay in business.

I'm a news guy. That's what I focused on in journalism school (Northwestern). It'd be great if I could just sit back, edit stories, write and guide our news coverage. That's what I like most.

But I quickly found when I joined the family business back in 2004, after being a reporter in Florida and California, just how much more there is to publishing a newspaper.

I dipped my toe into each department to get a feel for things.

Turns out I kinda like the business side of the business. And I gained an appreciation for how important each department is in getting that rolled up paper to hit the front porch, or mailbox.

Don't ask me to create a spreadsheet, but the big picture view of examining financials, allocating resources and developing strategies can be entertaining.

For certain, our little company reflects the universal changes that have taken place across in the newspaper industry. It can be discouraging at times. But I like to tell others that more people are probably seeing our stuff now than before, if you count hardcopy, online and social media.

Over the years, my own job has changed quite a bit. Back in the hey-day, so to speak, a publisher in this sized community could float above the daily operations, relying on department heads while he or she devoted

more time to community involvement, side projects, conferences, training – and even politics.

My dad was this kind of publisher, in the tradition of William Allen White.

But these days I find myself fairly bogged down in the daily grind of putting out the paper, especially on the news and

production side. I don't use the title, but I am basically the managing editor as well.

So that can be my excuse for not being a very visible KPA president during the first couple months of my tenure (insert laugh-out-loud emoji).

The KPA staff, frankly, is so competent that the association could probably run just fine without a president. The press association is a great example of adapting to changing times, actually.

Some big examples so far during my time on the board are selling the Topeka building and working from home, making it easier for online publications to join, and partnering with Column to protect legal advertising.

So here I am, ready for more change and new experiences, sort of ...

Send me an email at deaseaton@ctnewsonline.com, or call 620-442-4200 if you'd like to chat.

David Allen Seaton is president of the Kansas Press Association for 2022-23 and president of Winfield Publishing Co.

Awards

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part series detailing a crisis at Sedgwick County's Emergency Medical Services.

- The late William Lewis Eagleson, a historical addition to the Kansas Newspaper Hall of Fame. (See Emily Bradbury's column on Page 8).

Clyde M. Reed Jr. Master Editor

Powls, 63, raised in Garnett, has a BS degree in journalism and a BA degree in creative writing from the University of Kansas.

He began his career as editor of the Baxter Springs Citizen before serving as

sports editor of the Iola Register.

He and his wife, Connie, owned the Yates Center News from 1984-1995, then co-owned the Osawatimie Graphic and Louisburg Herald from 1995-1996.

He was a reporter/photographer for the Ottawa Herald for a year before buying the Holton Recorder and the Sabetha Herald in 1997. He sold the Herald in 2004.

He is a past president of the KPA board of directors, a past Boyd Community Service Award winner with his wife Connie, a past Kansas Gas Service Editorial Writer of the Year and past president of the Yates Center and Holton/Jackson County chambers of commerce.

He and Connie have two grown children: Justine is an elementary school

teacher and Michael is a sports writer/photographer for the Recorder.

Powls said all good newspapers should include local editorials about local issues.

Boyd Community Service

The Iola Register's winning entry was for Southeast Kansas History Online, a project for Woodson and Allen counties that included a searchable map with dozens of historic points of interest.

The primary content creators and site designers were Register reporter Trevor Hoag and managing editor Tim Stauffer, along with web support from their partners

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Special

Continued from Page 4

at BCI Media. Funding for the project came from Humanities Kansas. Other sponsors included the Iola Register, Woodson County Historical Society, Iola USD 257 and the Bowlus Fine Arts Center. The website was designed:

- To generate interest in the historical tales of southeast Kansas, whether among natives or folks visiting from elsewhere.
- To educate young and old about the place they are from, and to help them forge a deeper connection to that place.
- To draw in tourists who will spend money at local businesses and restaurants.
- To produce civic pride in our local stories, and to preserve them for generations.

Gaston Outstanding Mentor

Ben Wearing, who died from complications of prostate cancer in June at age 69, was nominated by two of his former staff members, Tim Unruh and Roshana Ariel.

Wearing was a graduate of Salina Central, Hutchinson Community College and Kansas State University.

Ben's career of more than three decades included weekly papers in Arkansas and Oklahoma before returning home to become the police beat reporter at the Sa-

lina Journal, where he worked for nearly 30 years, retiring in 2015 as the executive editor.

Unruh wrote: "(Ben) pushed for compelling, accurate news and celebrated stories that made you laugh, and-or cry, provided answers and solved problems."

Ariel added: "If you want to be the boss of someone, you need to earn their trust. You need to be an example of what you'd like your staff to be. Ben was definitely that."



Ben Wearing

Newspaper Hall of Fame

William Lewis Eagleson edited the Colored Citizen, reportedly the first newspaper in the state published as an entirely African American enterprise.

It was established in the 1870s in Fort Scott and was printed by the publisher of a white-owned newspaper, the Fort Scott Pioneer, which often reprinted articles from the Citizen.

This helped preserve a portion of the material covered by the Colored Citizen because copies of its early editions didn't survive.

The Colored Citizen had articles calling for a Black citizen to be hired as the local

school janitor, expressing anger about the dismissal of his brother James, a Black police officer, and decrying the condition of the local school for Black children.

The newspaper ceased publication in 1877, but Eagleson and his brother, James, bought a newspaper in Chetopa and resurrected the newspaper. It moved to Topeka in July of 1878 to be in a community with a larger African American population.

In 1880, the newspaper's name was changed to the Kansas Herald, then altered to Herald of Kansas.

Eagleson retired later that year. He will be inducted posthumously into the Hall of Fame on Oct. 1.

Victor Murdock Award

The articles about the shortcomings of Sedgwick County EMS focused on what appeared to be a lack of responsiveness for those seeking emergency care and a crisis in leadership of the department.

The reporters found that EMS staffers labeled the system that previously was regarded as one of the best in the nation as a laughingstock since a new director, Dr. John Gallagher, took over in 2019. More than 120 staff members sought his dismissal in a meeting in April 2021.

They found that local county leaders had ignored warnings about the problems.

About a week after the series ran, Gallagher resigned.



CHOOSE WHO GETS YOUR VOTE

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

Professional looking ads like these are available for Kansas Press Association members' use. You can either use the KPA logo or insert your own. The ads are available in a number of different column widths and depths. Use them to spruce up your supply of house ads. As you

can see, they have attractive artwork and plenty of white space, just what advertising consultants say get the best results. The available ads address sports, shopping, careers and voting. [To download the ads, go here.](#)

MARKETPLACE

MANAGEMENT

PUBLISHER—The Morning Sun is seeking a proven newspaper leader to serve as publisher of the newspaper. The successful candidate will have a deep understanding of the importance of community journalism as well as overall knowledge of the financial operations of a daily newspaper. This 5-day weekly newspaper was recently purchased by a group of local individuals who are dedicated to keeping local news in local hands. The position is based in Pittsburg, Kansas, the crossroads to Missouri, Arkansas, and Oklahoma. Pittsburg is also the hometown of Pittsburg State University, a Kansas Regents university with an average enrollment of 6,500. The successful candidate will show an ability and willingness to deal with all levels of the editorial process from story generation to hands-on editing to print production. The ideal candidate will understand the importance of building relationships within the region while overseeing editorial functions. We're looking for an experienced leader who values community news and has a vision for how to grow our e-edition while continuing to grow our print edition. Primary responsibilities: Coordinate and lead activities of the team with special emphasis on advertising, editorial and circulation to grow revenues and operational efficiency. Lead the newsroom, assign and edit stories as well as write editorials. Shape the vision of the newspaper and be a caretaker of that vision. Articulate and personally represent the standards and values of the newspaper. Preferred Requirements Bachelor's degree in journalism or related field. Minimum of three years' experience with a daily newspaper. Considerable knowledge of good newspaper design and media production. Experience in analytical and financial operations and performance of a locally owned newspaper. Background in advertising and marketing. Ability to work with newsroom operations and mentor and manage employees. Email resumes to HR@morningsun.net by Sept. 9, 2022

MANAGING EDITOR—The Junction City Union is seeking a MANAGING EDITOR to lead our dynamic weekly newspaper. To apply, send resume and 3-5 examples of writing and/or design work to Megan at mmoser@themercury.com.

MAILROOM SUPERVISOR—The Manhattan Mercury is hiring a MAILROOM SUPERVISOR. This full-time, salaried position comes with full benefits. Apply at: The Manhattan Mercury, 318 N. 5th Street, Manhattan, KS 66502 or email bcarter@themercury.com.

MANAGING EDITOR/MARKETING DIRECTOR—The Lincoln Sentinel-Republican is a community newspaper in a dynamic region of history and tradition. Seeking the right individual to excel the newspaper (print/online). dcnestimes@outlook.com (785) 366-6186

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

SPORTS JOURNALIST -GOLFER'S DREAM JOB—If you are an avid golfer and a community minded sports journalist, we have the perfect job for you. Please send letter of interest, resume and samples to Jason Jump at jjump@theharperadvocate.com.

REPORTER—Relocate to thriving, independent weekly that just won 40 KPA awards. Competitive salary, benefits, year-end bonus for upwardly mobile, enterprising, engaging general assignment reporter. Marion County Record. job@mnks.us.

NEWS REPORTER—The Emporia Gazette of Emporia, Kansas, has an immediate opening for a reporter who can build sources and dive into local issues. Duties include sports and general assignment, feature writing, coverage of local government boards and copy editing. 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 doesn't shirk from the hard questions. This person must have the ability to work productively in a team setting. The person 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, and experience with Multimedia journalism is must. Position will also require news page pagination and knowledge of InDesign. We use video, audio, Facebook and Twitter to tell our stories. We are a Monday through Saturday paper, covering six counties. Salary based on experience. We offer health benefits, 401(k) and two weeks vacation. Emporia is on the edge of the beautiful Kansas Flint Hills one hour away from major Kansas cities like Kansas City, Wichita and Topeka. Send cover letter, resume with references and writing samples to Chris Walker at walker@emporia.com (put reporter position in the subject line), or by mail to 517 Merchant, Emporia Kansas 66801.

NEWS EDUCATION REPORTER—If you're a journalist who can uncover the stories where education policy and people collide, and bring those stories to life, we want you to apply to be the Education Reporter at The Wichita Beacon. Join our passionate team of journalists and growing newsroom covering Wichita and south central Kansas. Read more here.

GENERAL NEWS REPORTER AND DIGITAL CONTENT MANAGER - One of the state's top weekly local news operations just outside of Wichita

is seeking an individual to be responsible for learning content management system (CMS) and developing features and opportunities for growth within a community news web site. Duties include daily management and oversight of all content; training other staff members when new features can be implemented. Experience with digital content management and social media are preferred. Video production skills are valuable as well. Duties of a General News Reporter are also part of the position. This includes some coverage of local news and features for a local newspaper as well as some feature writing for a community lifestyle magazine. Some benefits are available after an introductory period. Compensation will be aligned with experience and ability. Advancement opportunities are available for the right individual. If you are dependable, self-disciplined, can work independently and within a team and are looking for a position with a progressive company contact us today. Please email a resume with work experience and references to jeff@derbyinformer.com. Derby Informer Inc. is an EOE

SENIOR REPORTER—Kansas City PBS is seeking a Senior Reporter for Flatland. Under the supervision of the Managing Editor, the senior reporter will work across platforms and departments to produce in-depth, magazine-style stories and multimedia news content that is equally thoughtful and compelling about important civic affairs topics in the Kansas City area. SALARY RANGE: \$45,000-\$55,000. If interested in this exciting opportunity, send cover letter, resume, and an example of your writing skills to humanresources@kansascitypbs.org. Please include in your cover letter how you learned about this position. KCPBS is an E-Verify, Affirmative Action and Equal Opportunity Employer.

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

See MARKETPLACE on Page 7

MARKETPLACE/CONT. FROM PAGE 6

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.

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

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

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

EDITOR – The Shawnee Mission Post is hiring an Audience Engagement Editor to ensure our coverage of Johnson County reaches the people who will value it most. The new staff member will be charged with leading the organization to the next level in its use of social media. [Click here](#) for details.

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@mnsks.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.

ADVERTISING

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

Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: jduryee@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 Phillip@PhillipReid.net. (3-27)

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 jduryee@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.

NEWSPAPERS FOR SALE

FOR SALE – Free distribution, niche publication located in Kansas. Owner looking to retire. The publication is profitable and has a strong print and digital presence. Serves a tri-state area. If interested, please email Emily Bradbury at ebradbury@kspress.com. Emily will then pass along your interest to the publisher.

NE Kansas weekly in high growth area for sale. Owner wants to retire. Will consider any reasonable offer. Please email Emily detailing your interest and she will forward the email to the owner for further communication.

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

We're searching for those we've overlooked

In 2018, Stephane Lessard, the Consul General for Canada in Denver, stopped by the Kansas Press Association office for a visit.

It was a pleasant visit punctuated by great questions by the Consul General himself. While touring our office, he studied the photos that make up the Kansas



Emily Bradbury

Newspaper Hall of Fame. Consul General Lessard then turned, looked me in the eye and asked, "Very good. But one question: where are all the women?"

I have thought about the Consul General's visit repeatedly over the years. While we have progressed

with the number of women in the Kansas Newspaper Hall of Fame, we are not even close to recognizing the many women who have substantially contributed to the Kansas newspaper industry over the years.

Fast forward to three years later. I was wrapping up our President's Gala last October, a current hall of fame member looked at me and said, "There are a lot of guys that look like me in the hall of fame. We need to examine who has been overlooked over the years due to gender or race. I will help."

He was right.

The topic of diversity in journalism has been a topic of concern for years. The industry has long struggled with the lack of diversity in its ranks. Like most topics, there are different opinions on the

issue. But the Pew Research Center asked 10,000 journalists about diversity in our newsrooms and most agreed there is room to improve.

"The survey asked journalists whether their news organization (or the main one they work for if they work for more than one) has enough employee diversity in several areas. Most say there is enough diversity in their newsrooms when it comes to gender

and age. Two-thirds of journalists surveyed (67%) say their organization has enough gender diversity among its employees, compared with 19% who say it does not. And 58% say there is enough age diversity in their workplace, more than twice the share who say there is not (25%).

But journalists give lower marks for the levels of diversity in other areas. When it comes to diversifying the workplace by sexual orientation, 43% say their employers have enough employee diversity in this area, compared with 23% who say there is not enough and 31% who are not sure. About one-third say there is enough diversity when it comes to political ideology and socioeconomic status at their workplace (34% each). Another 34% and 29%, respectively, are unsure whether their organization has created sufficient diversity in each of these categories. This may speak to less transparency in those areas, or perhaps to uncertainty over how

much diversity is "enough. Journalists give their news organizations the most negative ratings in the area of racial and ethnic diversity." (Gottfried, et. al, 2022).

John Hanna, Associated Press correspondent and Kansas Newspaper Hall of Fame member, and I have started on a journey to identify the very people who may have been overlooked for one reason or another. One historical nominee that

immediately stood out is William Lewis Eagleson. You can read more about him in this great paper by Mark Eberle of Fort Hays State University [here](#) and today's issue of the Publisher. Mr. Eagleson will

be the first historical nominee inducted as part of this new project. We believe he is a deserving inductee to the Kansas Newspaper Hall of Fame.

We know there are many more who deserve induction into the Kansas Newspaper Hall of Fame. Some we know of, like the all-female staff at the Wellsville Globe during World War II (dubbed the "Petticoat Press") and others that are just waiting to be discovered. So many have contributed to the journalism industry in Kansas that is proud to claim William Allen White and many other community journalists among its ranks.

We are excited to tell their stories.

Emily Bradbury is executive director of the Kansas Press Association.

Next KORA-KOMA training session scheduled in Hoxie

The Sheridan Sentinel will host the next training session on the Kansas Open Meetings Act and Kansas Open Records Act (KOMA/KORA) training on Sept. 22.

The session will be from 10 a.m. to 2:45 p.m. at the Bowen Scout House, 1117 Sheridan Ave. in Hoxie.

This event is sponsored by Sentinel and the Kansas Coalition for Open Government.

Max Kautsch, legal hotline attorney for the Kansas Press Association and executive director of KCOG, will be the presenter.

Come prepared to discuss how KOMA and KORA laws can be used to improve local coverage.

To register for the event, [go here.](#)

Schedule for the Day:

10 a.m. to noon – KOMA training
Noon to 12:45 p.m. – Lunch break
12:45 p.m. to 2:45 p.m. - KORA training
Bring a bag lunch. Snacks, water and tea will be available. Fee for the event is \$25.

Digital ad law guide available to KPA members

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

The streamlined guide can be accessed

at the KPA website under Member Services, Media Law Library, or by [clicking here.](#)

The guide includes a number of links to more information.

It includes the rules on political advertising as well.

Do you have extra time? Make yourself available

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

If so, fill out the [form here.](#)