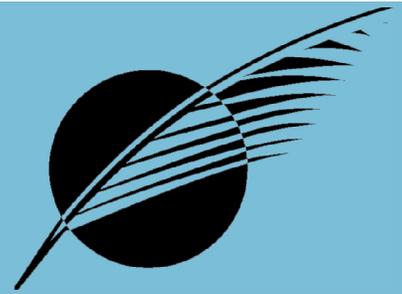


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

AUG. 21, 2019

## INSIDE TODAY

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Kevin Slimp says print is still where successful newspapers are making their money.

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John Foust gives tips on how to have more buy-in at your sales meetings.

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KPA president Travis Mounts takes a close look at how the GateHouse/Gannett media merger might affect the industry.

### PAGE 6-7

Visit KPA's marketplace. There are job openings, newspapers for sale and equipment for purchase.

### PAGE 8

Emily Bradbury urges editors to keep the mission — serving their communities — top of mind.

## KPA CALENDAR

### AUG. 1 - DEC. 31

States work together to promote the "Think F1rst" campaign. See story at right.

### OCT. 11

SAVE THE DATE! Montgomery Family Symposium. More details to come soon.

### DEC. 15

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

### MARCH 19-20, 2020

Kansas Press Association annual convention, Meridian Center, Newton.



Three of the state press associations briefed about the new Think F1rst campaign included Oklahoma, Kansas and Missouri. Shown above at a recent meeting in Montreal are (from left)

executive directors of those associations: Mark Thomas, Oklahoma Press Association; Emily Bradbury, Kansas Press Association; and Mark Maassen, Missouri Press Association.

## States join in 'Think F1rst' campaign

The Kansas Press Association has joined with the Kansas Association of Broadcasters and other associations nationwide to promote the "Think F1rst" Campaign.

"Participation in this project is voluntary but highly recommended," said Emily Bradbury. "We have a vested interest in having an educated readership and there is much work to be done in educating Americans

about the First Amendment and the rights afforded under it."

In a civics survey taken by the Annenberg Public Policy Center, nearly four in 10 students couldn't name even one of the five freedoms guaranteed by the First Amendment.

"Clearly, we have work to do," Bradbury said.

You can find the ads by [clicking here](#).

"Feel free to use them in

your publications and online," she said. "Even consider pairing them with an editorial about why you are running the ads or any other educational stories that might take this campaign one step further."

The campaign will run between Aug. 1 and Dec. 31, 2019.

An example of one of the ads can be found on Page 5 of today's Kansas Publisher.

## KPA to debut 'Journalist of the Year' award

A new annual award will debut at the 2020 Kansas Press Association annual convention in Newton — the Kansas Journalist of the Year citation.

The award will be presented along with the Awards of Excellence winners and will be based on a body of work by a journalist published between Nov. 1, 2018 and Oct. 1, 2019.

"We have noticed such an award in other state

press associations, so we're excited to add this new award to our repertoire," said Emily Bradbury, KPA executive director. "Our journalists are doing exemplary work and this award will allow us to recognize them."

Entrants must be from newspapers that are members in good standing of the KPA.

See JOURNALIST on Page 4

# What's the big deal? Print is still where we make money

Andy Warhol once said, "In the future, everyone will be world-famous for 15 minutes."

I've experienced those 15 minutes a few times, but it comes less often these days. So, I was surprised to get a call last week from a reporter for The Washington Post. It seems he had received a number of emails containing a blog post I had written for stateofnewspapers.com the day before.

We spoke for quite a while about the state of newspapers and the future of the new Gannett. It's no secret I've been predicting the merger/buyout for several years, as well as other industry events that seem to have surprised the general public.

As I told Jonathan O'Connell, financial reporter for The Post, it's not rocket science. Anyone paying attention had to see the GateHouse-Gannett merger coming for years. Gannett has cut their staffs, pages and content, sold their buildings and basically had no place to turn.

GateHouse (New Media Investment Group) has been expanding their nameplates as quickly as possible, while watching its stock value continue to drop. Buying Gannett was a quick way to draw the attention of the media and, hopefully, draw attention away from the significant drop in stock prices which have lost approximately half their value in less than a year (from \$15.99 per share in August 2018, to \$8.08 as I write this column).

What did I say so revolutionary that it filled three paragraphs in The Washington

Post? Trust me, nothing most of you didn't already know.

Problems began when newspapers began to believe their own headlines roughly a dozen years ago, over-investing in the digital side of the business and cutting reporting, production values and customer service.

I still work with a lot of papers as a consultant. It holds true that most of the papers I visit who are doing well financially didn't make that mistake. Sure, most invested in digital, but not to the detriment of their core product.

Like most folks who don't work for community newspapers, O'Connell was pleasantly surprised to learn there are thousands of locally-owned community papers out there. He, like most folks I visit with on the subject, seemed to think most papers were part of big

groups.

I assured him, backed by data, that most papers aren't controlled by large national groups. According to my latest survey of newspaper managers, the number of papers owned by large groups is less than 20 percent of total newspapers.

So, what did I tell Jonathan that earned three paragraphs in The Post? I simply told him that most, not all, but most papers are doing fine financially. Most aren't going out of business or planning to sell to a large national group.

Thankfully, he didn't take just my word for it. I was glad to see he interviewed



Kevin Slimp

**I used to keynote large newspaper conferences and beg the attendees to quit writing that print was dead ...**

See SLIMP on Page 5

## 2019-20 KPA BOARD

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## JULY KDAN, KCAN WINNERS

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

If you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money.

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

**KDAN** — Rural Messenger, four ads for \$2,000 profit; Anderson County Review, two ads for \$1,650 profit; Eureka Herald, one ad for \$900 profit; Great Bend Tribune, one ad for \$380 profit.

**KCAN** — GateHouse Media, two ads for \$300 profit.

**DIRECT PLACEMENT** — Hays Daily News.

# How to get more buy-in at your sales meetings

**K**risten told me how she handles one of the biggest challenges of managing her newspaper's sales department. "Sales meetings – like a lot of other things – fall into predictable patterns," she said. "The boss talks, the staff members listen, and more often than not, it's just a transference of information. No one feels motivated to do anything different after the meeting is over.

"I learned a technique a few years ago that gets everyone involved. First, I introduce a topic that calls for specific solutions, then the group answers a set of questions to generate ideas. My role is to be a facilitator and let them do most of the talking. Usually, everyone arrives at the right solutions, but since the ideas are theirs, not mine, there's more buy-in."



**John Foust**

Although there are a lot of meeting formats, this has become one of Kristen's favorites. Let's take a look at how it works:

□ Step 1: "First, I introduce a topic," she explained. "It could be something like, 'Increase digital sales in the holiday season by 10 percent over last year.' That

gives us a specific focus, which is better than a vague statement like, 'Increase sales' or "Provide better customer service." It allows us to concentrate our attention on that one thing, without running down rabbit trails. My job is to state the topic as clearly as possible and make sure everyone stays on track. I write the topic in big letters on a flip chart, tear off the sheet and post it on the wall."

□ Step 2: "After we agree on the statement of the topic – which is usually a problem that needs to be solved or a goal that needs to be reached – I write DO MORE on the next sheet of the flip chart and we list things we need to do more of, in order to make progress.

"We list all the ideas and check the ones that are most workable. That leads to a discussion of what is involved in implementing each one. Through it all, the group does most of the talking."

□ Step 3: "Talking about 'more' isn't enough. There are always some activities we can cut, so I write DO LESS on the flip chart and we follow the same procedure.

Sometimes subtraction is just as important as addition."

□ Step 4: "With all the talk about more and less, we don't want to lose track of the things that don't need to be changed. The next sheet is labeled KEEP DOING, so we can examine – and evaluate the value of – activities that are doing what they are supposed to do."

□ Step 5: "After we go through this process, an action plan becomes obvious. That's the last sheet. When the meeting is over, we look around the room and see the entire process posted on the wall, ending with a to-do list that we developed as a team. That's a lot better than having everyone sit around the conference table and listen to a lecture."

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**My job is to state the topic as clearly as possible and make sure everyone stays on track. I write the topic in big letters on a flip chart, tear off the sheet and post it on the wall.**

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

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## Reporters Committee expands legal services with Knight grant

**A** growing number of local and regional news organizations and journalists lack the legal support they need to pursue enterprise and investigative stories in their communities.

The Reporters Committee for Freedom of the Press is committed to helping change that.

Thanks to a generous \$10 million investment from the John S. and James L. Knight Foundation, the Reporters Committee will expand to provide direct legal services to more local journalists through its new Local Legal Initiative.

The Reporters Committee is now accepting proposals from communities that could benefit from the Local Legal Initiative, which will, for the first time in RCFP's 50-year history, place a member of our legal team in up to five locations across the country to bolster local enterprise and investigative journalism.



These attorneys will help local journalists and news organizations defend their rights to gather and report the news, gain access to public records and court proceedings and hold state and local governments accountable.

RCFP is committed to collaborating with local and regional partners, including press associations, law firms and others.

Proposals can be submitted at [rcfp.org/local](http://rcfp.org/local) until Oct. 31, 2019.

To learn more about the initiative, [click here](#).

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# Merger could set tone for journalism's near future

Last week's big news that two Goliaths in the newspaper business – GateHouse Media and Gannett – plan to merge made headlines across the country. The long-rumored announcement was not a surprise, but if it comes together as planned, it could tell us a lot about the future of print journalism in the United States.

There is no arguing that selling print ads is a much tougher prospect than it has been and that all media outlets have become much more segmented.

The challenges we face in newspapers can be found in television and radio, too. Cable TV appears to be heading the way of 8-track tapes, thanks to streaming media. And streaming media will be a very crowded landscape 12 months from now. Some pundits are wondering if Netflix will be able to survive against the new Disney/ABC/ESPN service, which has not even launched.

What the GateHouse-Gannett merger will eventually tell us is how far we can stretch the definition of “community.”

GateHouse made headlines earlier this year when a number of its papers in the northeastern U.S. merged together. They did this a few years ago in our own Butler County.

There's a long history of newspaper consolidation. Miami County's papers merged

into one countywide paper not that long ago. Our Times-Sentinel newspaper was created when three struggling papers covering four towns become one paper more than 25 years ago. Another of our papers, the Star-Argosy, was formed when the Conway Springs and Argonia papers become one back in the 1970s.

Merged papers – whether combining town or papers within one town – are nothing new. Just take a look at all the mastheads with hyphens in them.

But how far can we go before we kill our own products? Our business still relies on the identity of the communities we cover as well as our ability to be part of those communities.

We get hurt when we lose visibility in our towns and neighborhoods. We also suffer when we lose relationships and institutional knowledge.

Of course, some cuts are necessary. Over the years, our operation has shrunk and grown more than once, based on the financial situation we were in. We've made cuts in an effort to keep the business afloat. When times are tough, the owners of family-owned papers tend to simply make less money. They skip paychecks and don't take dividends, and they put off vacations or major purchases.

That generally doesn't happen with corporations, regardless of the industry. When was

the last time you heard of a CEO delaying his or her paycheck because the company lost money last quarter or because the stock price fell?

The danger of any hedge fund-operated business is that cuts are made beyond what is necessary. Are job reductions and other changes made out of absolute financial necessity, or to maintain a preset profit margin?

A recent NPR story noted that, over the past decade, there have been “1.3 million job losses at retailers that were acquired by Wall Street private equity firms and hedge funds,” according to Maggie Corser, who co-authored a study on retail failure and liqui-

dation. Over the same time period, the retail sector added a total of 1 million jobs.

“Wall Street firms are destabilizing retailers,” Corser said.

In our industry, there is room for debate on the same subject. Are companies cutting in reaction just to shrinking advertising or to maintain a predetermined profit level? If the latter is the case, what does this do to the long-term viability of their papers? And what does that do to our industry as a whole?

It definitely feeds into the notion that newspapers are a dying business.

Print advertising is still the primary form of revenue for publishers. In a Washington Post story on the GateHouse-Gannett merger, media consultant Kevin Slimp noted that many of the nation's 12,000 newspapers are still healthy financially.

“Job number one is to put out a good product. Job number two is to realize that your business is still mainly on the print side,” he said, citing a survey he did of roughly 400 publishers.

There are real challenges out there for all our papers, big and small, daily and weekly. We shouldn't be making decisions that create unnecessary challenges and obstacles.

Whatever you have to work with, do the best you can with it.

Keep working on your quality and building those connections with your communities.

Your future depends on it.

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



**Travis Mounts**

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**But how far can we go before we kill our own products? Our business still relies on the identity of the communities we cover as well as our ability to be part of those communities.**

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## Journalist

**Continued from Page 1**

For this competition, entries should consist of six examples of the journalist's work during the contest period.

Entries may include supporting material to indicate how the journalist's work made a difference in the community or Kansas as a whole.

Entries can be made by the entrant or on their behalf.

The President's Gala, previously the President's Banquet and held on Friday night of convention, will be conducted as a separate affair in early summer.

It will continue to be a more formal affair and include the Kansas Newspaper Hall of Fame inductions and well as presentation of other special awards including the Clyde M. Reed Jr. Master Editor Award, the Gaston Outstanding Mentor

Award and the Boyd Community Service Award.

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

The annual convention will now concentrate more on training for reporters and editors and advertising sales executives.

Another addition to the convention in Newton will be a member golf outing at Newton's Sand Creed Station.

KPA for years had a golf tournament in conjunction with convention, but interest waned over time.

There has been interest expressed in trying such an outing again.

Sand Creek Station has ranked No. 1 in the United States in overall customer loyalty for 10 consecutive years.

The course was selected by the United States Golf Association to host the 2014 U.S. Amateur Public Links Championship.

# Slimp

Continued from Page 2

Dr. Iris Chyi, University of Texas media-research expert, who concurred that much of the problems the large groups experience come down to over-reliance on digital revenue too soon.

Yes, I've gotten some things right over the years. I predicted years ago the Advocate would take over the New Orleans newspaper market, even before they had a paper there, which came to pass with the purchase of The Times-Picayune in May.

Some journalists like to dig out my past columns, often long-forgotten, to remind me I had predicted something that has come to

pass in the newspaper world.

I appreciate the attention but try to remind folks that it's not brain surgery. Years ago, I saw newspapers over-investing in the digital side of journalism at the expense of their main products. I used to keynote large newspaper conferences and beg the attendees to quit writing that print was dead, something they effectively convinced their readers and advertisers. I would speak at newspaper conferences and note that most workshops had to do with converting products to digital, wondering where all these newspapers were going to get money once the print revenue disappeared.

Thankfully, as I told Jonathan O'Connell, most newspapers are doing alright. They're not going out of business any time soon.

Some will go out of business, as has been the case as long as there have been newspapers, and new papers will appear.

As I told Jonathan, it didn't take a keen intellect to see what was happening. It only required taking a step back, refusing to believe popular culture, and studying what was really taking place. Folks like Dr. Chyi at The University of Texas, Al Cross at The University of Kentucky, Tommy Thomason at Texas Christian University and others have been doing research and sharing their findings for more than a decade.

I simply paid attention.

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



**Understanding the First Amendment is key to protecting our free society.**

**Freedom of the Press** means we have the right to publish and circulate information or opinions without government censorship through print, broadcast and electronic media.

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Freedom of Speech • Freedom of Religion • Freedom of the Press • Freedom to Peaceably Assemble • Freedom to Petition the Government



Sponsored by the  and 

*A series of ads has been produced for use in newspapers and online by members of the Kansas Press Association and the Kansas Association of Broadcasters and other press associations across the country.*

*Please help us spread the word about the importance of all five freedoms in the First Amendment to the U.S. Constitution. The above ad refers to the one we rely upon, of course, freedom of the press.*

## MARKETPLACE

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

### NEWS

**REPORTER** —The Wichita Business Journal is searching for a reporter who can build a list of strong sources, break news, write sophisticated and impactful cover stories and own their beats. Candidates should be able to mine data for stories, use social media as a reporting tool and make connections with the Wichita business community. This person will relish the opportunity to scoop the competition daily, online and in print. The Wichita Business Journal is an award-winning, highly respected source of business news in Wichita and south-central Kansas. The WBJ and its 40+ sister publications are part of American City Business Journals, the No. 1 source for local business news in the nation. Contact Editor-in-Chief Bill Roy: broy@bizjournals.com. (5-25)

**REPORTER** - If you are an eager, hungry journalist with feet planted firmly in both the old-school print as well as the digital and social media worlds, the Great Bend Tribune, a sweepstakes award-winning daily, is looking for you. We need someone in our newsroom with a nose for news and the stories behind the stories. They must be reliable, accurate while being great communicators comfortable with the diverse platforms used by newspapers today. Job entails beat reporting, updating social media sites, and creating news content the Tribune and its special sections. If this fits you and you want to be a part of our news team, please send letter, writing samples, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to dhogg@gbtribune.com. (3-20)

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

### Are your ads still timely?

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

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

Please review the remaining ads on this page and indicate to ebradbury@kspress.com if they are still timely.

### 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: Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: mhoisington@gbtribune.com

**ACCOUNT EXECUTIVE** - The Iola Register is a locally owned newspaper. We are looking for a Sales Representative to join our ambitious team. This position would offer dynamic advertising solutions to local businesses. Email advertise@iolaregister.com for more information.

### DESIGN

**GRAPHIC ARTIST/PAGINATOR/DESIGNER** - Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the website and social media. There may be some reporting duties as well. Involves evening and weekend work. Must be reliable, quick but accurate, and have a keen eye for design and sense for details. If this fits you, please send letter, portfolio, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

### 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)

**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.

### NEWSPAPERS FOR SALE

For Sale: 141-year-old weekly newspaper in Rawlins County Square Deal weekly newspaper in northwest Kansas. Official city, county and school publication. Only

## MARKETPLACE/CONT. FROM PAGE 6

newspaper in county. Strong subscription and advertising base and supportive community. Sale includes building, up-to-date equipment and software, archives and active e-paper. Call 817-805-3600 or email [editor@squaredealnews.com](mailto:editor@squaredealnews.com) for more information. (7-5)

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

Respected 133-year-old weekly newspaper

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

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

## KPA to offer Newswriting 101 course

The Kansas Press Association plans to offer an introductory newswriting course this fall.

KPA has had interest expressed by newspaper editors and publishers who want to use local talent at their operations but need the basics of journalism taught to them.

Doug Anstaett, former KPA executive director and now consultant and lobbyist for the association, has agreed to prepare the course.

“We’ve asked Doug to prepare a program that we can offer in-person but might eventually be able to offer in a webinar format at some point to our members,” said Emily Bradbury, KPA executive director. “Part of how it evolves will depend on the response from members.”

Anstaett is compiling information from his own 46-year experience in the industry and from a number of online sources as well.

“We will probably try to set up a regional meeting where a few newspapers can send their newest staff members for training,” Anstaett said. “We’re going to try to be as flexible as needed to make this work.”

The plan is to have the course ready to offer by Oct. 1. If you’re interested in participating, make that know by emailing Anstaett at [danstaett@kspress.com](mailto:danstaett@kspress.com) or Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

## Awards of Excellence deadline is Nov. 9

The 2020 Awards of Excellence competition will include entries published between Nov. 1, 2018 and Oct. 31, 2019.

Emily Bradbury, KPA executive director, said entries may be submitted beginning Sept. 10. More information will be shared with members in the next few weeks.

The 2020 KPA annual convention is slated for March 19 and 20 at the Holiday Inn Express in Newton.

Bradbury said information about contest categories and rules will be sent out in the next few weeks.

If you have questions, contact Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com).



### THIS MONTH'S QUESTION

**Q.** Why should my newspaper participate in the advertising portion of the Awards of Excellence contest?

**A.** Great question and we have heard a great answer from two participants recently. The Derby Reporter and the Great Bend Tribune actually use the winning ads to obtain even more ad sales from the winners. Jeff Cott, publisher of the Derby Reporter, actually gives the winning certificates to the advertiser. Jeff reports that they love it. So, enter your ads — it may be the best \$5 you ever spend!

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# Let's stick to the mission: serving our communities

Despite my best efforts it happened. I became one of “those moms.” You know the kind; heck, you might even be one. The mom who posts a split screen of two photos – one of you holding a baby and the other of said baby



**Emily Bradbury**

at 14 – on Instagram while captioning it with some sappy line like, “It happens in a blink, mamas.”

Look, I love babies. Who doesn't? But I love older kids even more. And just when they become really fun with their own distinct personalities, they want to do their own thing with other fun kids and not their parents. Not fair, world.

But as I watch my happy, normal 14-year-old-boy bounce in and out of our house I watch and lament over what was, but I quickly find myself excited about what could be and what is to come.

I think many of you can relate – maybe not when you look at your children but when you look at your publications

We all are aware that we have seen

unprecedented disruption in our field over the past 10 years.

Business models continue to evolve, ownerships change and there have been (and will be) more pivots than I can count.

But that is the way, isn't it? Circumstances change but we cannot forget our focus and our mission – to be the

cornerstones of our communities, their biggest cheerleaders and their most ardent watchdogs.

It is easy to just focus on the “what was.” To dream about the times when money would simply walk in the door and we had to turn down advertising because we didn't want to increase our page count. When we had more staff to cover more community events or to ease the burden of production nights.

It is natural to mourn “the good ol' days,” but we cannot let that cloud our hopes for the future. There is an opportunity for all of us and our mission has never been more important.

Our readers are going to make us work for it but we are up to the task.

Keep the needs of your community as the most important thing and your readers will show up.

Call me Pollyanna, but I truly believe that we will come out of this season stronger than ever and that I will look back

and be honored to have been a witness.

So just like raising kids, we look back fondly on those baby days while forgetting that those times had some crappy (literally) days too.

Let's look to our future the same way.

Yes, we are in the midst of some real change but there are

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good things too.

And not unlike parenting a teenager, we will be talking about how we made it out the other side a little bruised but intact and ready for a new day.

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

## NEWS BRIEFS

### Eagle to cut Saturday print; will produce digital edition

The Wichita Eagle says it's moving to a digital-only edition on Saturdays as more readers get their news online.

The paper said Tuesday in a letter to readers that it will stop publishing a printed newspaper on Saturdays and shift to a Weekend Edition that includes expanded newspapers on Fridays and Sundays. Those papers will include popular fixtures such as comics, puzzles, TV listings and local sports coverage.

### Consider being a member of local census committee

Local Census 2020 complete count committees are forming now across Kansas.

Amber Jackson, Kansas Press Association advertising director and a member of the State Complete Count Committee, believes it is important for newspapers to have a representative on these committees.

“Money will be spent to make sure

that the 2020 Census has the most complete count possible,” Jackson said. “Unfortunately, it seems that they are really pushing for social media to be used. We need to be at the table to make sure at least some money goes to print.”

If you do not know who your state committee members are, please contact Jackson at [ajackson@kspress.com](mailto:ajackson@kspress.com).

### Ron Sylvester named Kingman County judge

Former Hutchinson News managing editor has been named as a new magistrate for a rural south-central Kansas county.

Ron Sylvester was appointed to fill the judicial vacancy in Kingman County by a nominating commission Monday.

Sylvester's job at the newspaper was eliminated in late May.

The 60-year-old Sylvester previously worked at The Wichita Eagle and at newspapers in Las Vegas and Orange County, Calif.

State law does not require magistrates to be attorneys, but Sylvester must pass an exam within 18 months. Magistrates handle

traffic and misdemeanor cases, preliminary matters in felony cases and limited civil cases.

Sylvester replaces Magistrate Judge Roseanna Mathis, who retired earlier this month. A date for his swearing-in hasn't been set.

### We need your help judging Mississippi ad contest entries

We are looking for judges for the 2019 Mississippi Better Newspaper Contest entries.

The judging period will be in October, but we want to begin signing up judges now.

This contest is advertising only.

“This is a great opportunity to gather ideas to use in your own newspaper to dazzle your advertisers,” said Amber Jackson, Kansas Press Association advertising director. “As a judge, you can get a first-hand look at the best work done by your counterparts in Mississippi.”

If you're interested, please [click here](#) to get signed up.

The more judges we have, the lighter work for everyone.