

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

AUG. 26, 2020

## KPA special award winners listed inside

Three new members were inducted into the Kansas Newspaper Hall of Fame during the 2020 virtual convention.

KPA also honored this year's winners of the Clyde M. Reed Jr. Master Editor Award, the Gaston Outstanding Mentor Award, the Boyd Community Service Award, the Victor Murdock Award and Photographer and Journalist of the Year.

See Pages 2 and 5.



Meeting on Zoom was certainly different, but most sessions at the KPA convention came off without a hitch. Above, KU professor Teri Finneman leads a session on "Social Movements and the Press" on Aug. 20.

## INSIDE TODAY

### PAGE 3

John Foust says a good headline is critical to the success of your advertising designs.

### PAGE 3

Go here for links to all the recorded sessions from the 2020 KPA convention.

### PAGE 4

Joey Young says it's past time to counter the "enemy of the people" idiocy.

### PAGE 8

Emily Bradbury reviews the 2020 KPA virtual convention; it was certainly different.

## KPA CALENDAR

### OCT. 14-20

National Newspaper Week.

### DEC. 15, 2020

The 229th anniversary of the U.S. Bill of Rights.

## KPA convention a 'virtual' success

We couldn't shake hands or even exchange no-touch elbow bumps.

But all in all, the first ever Kansas Press Association virtual annual convention avoided many of the pitfalls of Zoom meetings and brought helpful information and lots of recognition to members of the KPA.

While it wasn't perfect by any sense, we believe this virtual conversation was beneficial to members.

We even saw a number of you that have never attended a KPA convention in the past.

We learned much from the experience.

One detail that emerged is that sessions in the

future – whether "in person" or online – should be recorded so that more of our members can have access to valuable information.

Second, we got to "see" many of you that we hadn't seen for months, even if only in megapixel format.

And, lastly, we got to rub elbows (virtually, at least) with some of the best journalists in Kansas. Not bad for an "experiment."

We hope to see all of you "in person" at next year's convention. Thanks for doing your part to help us make this one work.

– Emily Bradbury, KPA executive director

## Sweepstakes winners: take a bow

Each year, newspapers that take home the most plaques and certificates in the KPA Awards of Excellence Contest are also named sweepstakes winners in their respective categories.

The best of the best this year are:

### NEWS

Daily Division I – **Iola Register**

Daily Division 2 – **Parsons Sun**

Daily Division 3 – **Topeka Capital-Journal**

Nondaily Division 1 – **Phillips County Review**

Nondaily Division 2 – **Derby Informer**

Nondaily Division 3 – **Fort Riley/The First Infantry Division**

### ADVERTISING

Daily Divisions 1, 2 and 3 – **Iola Register**

Nondaily Division 1 – **Hugoton Hermes**

Nondaily Divisions 2 and 3 – **Osage County Herald-Chronicle**

# Montgomery, Klaassen, others garner KPA's 'special awards'

Three new members of the Kansas Newspaper Hall of Fame were inducted and other special awards announced at the virtual President's Presentation on Aug. 13.

Officially inducted into the Hall of Fame were three long-time Kansas stalwarts in the news business: Linda Denning, editor and publisher of the Ellsworth County Independent-Reporter, Gary Mehl, former editor and publisher of the McPherson Sentinel, and John D. Hanna, a long-time Associated Press statehouse reporter in Topeka.

Their stories were chronicled in the June Kansas Publisher.

Other awards announced included:

- John D. Montgomery II, former editor, publisher and officer with Harris Enterprises, named the Clyde M. Reed Jr. Master Editor for 2020.
- Joel Klaassen, former owner of Kansas Publishing Ventures, named the Gaston Outstanding Mentor.
- Topeka Capital-Journal, winner of the Boyd Community Service Award.
- Jonathan Riley, Morning Sun in Pittsburgh, winner of the Victor Murdock Award for news enterprise.

## Reed Master Editor Award

John Montgomery was truly born with "ink in his veins."

He comes from solid roots and represents the fifth generation of the Montgomery family in the newspaper industry. His father and grandfather are in the Kansas Newspaper Hall of Fame.

After attending the University of Kansas, John went to work for Kansas-based Harris Enterprises, entering the publisher training program.

He served more than 20 years as an editor and publisher of newspapers in Ottawa, Hays and Hutchinson, and as vice president and CEO of Harris Enterprises.

He was known in all those communities for his leadership, strong news product and hard-hitting editorial page, all in the grand tradition of Clyde M. Reed Jr. of the Parsons Sun.

After the sale of Harris to GateHouse Media in 2016, he was appointed senior group publisher for GateHouse, oversee-



**Montgomery**

ing 13 newspaper markets in Kansas and Colorado.

In 2017, he went to work for TownNews and now lives in Shawnee, Kan., and travels (when there isn't a pandemic) to serve media organizations across North America.

He is a former president of Kansas Press Association.

## Gaston Outstanding Mentor Award

Joel Klaassen got his start in the newspaper business at a ripe young age as a printer's devil, sweeping floors, collecting lead for recasting and whatever else needed to be done.

That was back in 1959.

Through the past 60 years or so, he has done just about every task that can be performed in a newspaper or print shop, including owning one.

Klaassen was nominated for a special award by a number of his proteges, including Don Ratzlaff, Bruce Behymer, Joey Young, and Tim Bingaman.

In presenting the award to Klaassen,



**Klaassen**

Young reeled off a long list of accomplishments, including the 1998 debut of the Hillsboro Free Press.

Before that, however, Klaassen worked at the Hillsboro Star-Journal, University of Kansas Printing Service, Herington Advertiser-Times, Topeka Capital-Journal, Lawrence Journal-World, Jostens and the Wichita Sun.

He built Kansas Publishing Ventures into a book publishing company and producer of local and regional publications. He convinced Young to take over the operation of KPV and eventually to buy it.

Through the years, he mentored countless colleagues.

Ratzlaff said of his mentor: "Beyond his shrewd business instincts, Joel's greatest gift may be his genius for developing print-related products and services."

## Boyd Community Service Award

This year's winner is the Topeka Capital-Journal. It was cited for stepping up the plate when the local homeless shelter, the Topeka Rescue Mission, ran into significant financial problems in the summer of 2019.

## 2020-2021 KPA BOARD

### Joey Young

President

The Clarion, Newton Now  
joey@kspublishingventures.com

### Robin Clasen Wunderlich

First Vice President

Eureka Herald  
news@eurekaherald.com

### Tomari Quinn

Second Vice President  
Topeka Capital-Journal  
tomari.quinn@cjonline.com

### David Allen Seaton

Treasurer  
Cowley CourierTraveler  
daseaton@ctnewsonline.com

### Travis Mounts

Past President  
Times-Sentinel Newspapers  
news@tsnews.com

### Marcus Ashlock

Southwest District Director  
Leader & Times, Liberal  
marcusashlock@gmail.com

### Nickole Byers

Northwest District Director  
Ellis Review, Western World  
review@gbta.net

### Jeff Cott

Legislative Director  
Derby Informer  
jeff@derbyinformer.com

### Mary Hoisington

At-Large Director  
Great Bend Tribune  
mhoisington@gbtribune.com

### Jason Jump

Nondaily Membership Director  
Kingman Leader-Courier  
jjump@kconline.com

### Chad Lawhorn

Daily Director  
Lawrence Journal-World  
clawhorn@ljworld.com

### Alicia Paul

Northeast District Director  
Clay Center Dispatch  
claycenterdispatch@gmail.com

### Tim Stauffer

Southeast District Director  
Iola Register  
tim.stauffer@iolaregister.com

# Dig deep for a perfect headline for your ads

**Y**ears ago, a keynote speaker at a local Ad Club meeting asked us to put ourselves in a consumer's shoes.

"Let's say your name is John Doe," he said. "One day you're turning the pages of the newspaper and see an ad with a headline that reads, 'The truth about John Doe.' Wouldn't you read every word of that ad?" Everyone in the room responded with a resounding "yes."

That was one of the simplest and most dramatic examples of perspective I've ever seen. John Doe doesn't care much about the advertisers in his town (unless he works for one of them). He's not concerned about the profit margins of his local newspaper. And he doesn't worry about the sales commissions of the salespeople who work there.

In other words, it's human nature for John Doe to care primarily about himself. The products which attract his interest are those that can solve a problem or make life easier and more enjoyable for him and his family.

While "The truth about John Doe" is the perfect headline – for John Doe – it's impossible to reach that level of perfection in the real world of advertising. Ad copy can't be



**John Foust**

personalized to that degree. The best we can do is to address our messages to smaller demographic audiences within a larger readership group.

Once a target audience has been identified, it's important to look for connections between what the audience needs and how the advertiser can meet those needs. To get in step with consumers, focus your attention on their self-interest.

Then think about headlines. A headline can make or break an ad. Research shows that, for every five people who read a headline, only one will read the rest of the copy. This means that the John and Jane Does in your audience rely on headlines to tell them whether to keep reading.

There are some ways to spark headline ideas.

One of my favorites is the "how to" formula, because these two words set the stage for a benefit headline.

To illustrate, consider book titles. Let's say you want to build a piece of furniture, a rocking chair. You need step-by-step instructions, so you go online and browse through book choices. Woodworking and Woodworking

Basics are too general. How to Build Furniture is better, but your interest is in rocking chairs, not other types of furniture.

Then you see How to Build a Rocking Chair. That's the most enticing title of all, isn't it?

And it promises a specific benefit, without resorting to puffed up claims or exaggerations.

It's the same with ad headlines. Use the words "how to" to put you on the right path. Then with your knowledge of the audience and the product or service your client is promoting, fill-in-the-blank to create a selection of benefit headlines. Pick the one you like best and build the ad concept from there.

It's all about giving people a reason to read beyond the headline.

**Once a target audience has been identified, it's important to look for connections between what the audience needs and how the advertiser can meet those needs.**

selection of benefit headlines. Pick the one you like best and build the ad concept from there.

It's all about giving people a reason to read beyond the headline.

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

(c) Copyright 2020 by John Foust. All rights reserved.

## Want to review what you missed at KPA convention? Click below

### Thursday, Aug 13

10 a.m. - 11 a.m. – "How We Rebranded Our Newspaper Business," with Jeff Cott, Derby Informer. [Click here.](#)

11:15 a.m. - 12:15 p.m. – "Business Entity Selection in Today's Tax Environment," with Denise Peterson and Debbie Coan, CPA. [Click here.](#)

1:30 p.m. - 2:30 p.m. – "Ask the Media Hotline Attorney," with Max Kautsch. [Click here.](#)

3 p.m. - 3:45 p.m. – "Making Money with Digital," with Thad Swiderski, eType Services. [Click here.](#)

7 p.m. - 8 p.m. – President's Presentation, includ-

ing Hall of Fame inductions and Special Awards. [Click here.](#)

### Friday, Aug. 14

10 a.m. - 10:45 a.m. - Kansas Farm Bureau panel on broadband expansion. [Click here.](#)

### Thursday, Aug. 20

9:30 a.m. - 10:30 a.m. – Community Journalism Training (Part 1), with Doug Anstaett. [Click here.](#)

11 a.m. - Noon – "Exploring Trends and Opportunities with Subscriptions," with John Montgomery, TownNews. [Click here.](#)

1:15 p.m. - 2:15 p.m. – Social Movements and the

Press: What Journalists Can Learn from History, with Teri Finneman, University of Kansas. [Click here.](#)

2:45 p.m. - 3:45 p.m. – Best Management Practices, with Ken Knepper. [Click here.](#)

### Friday, Aug. 21

11:30 a.m. - 12:30 p.m. – "Using Open Records to Strengthen Your Reporting," with Max McCoy and Sarah. [Click here.](#)

1 p.m. - 2 p.m. – Community Journalism Training (Part 2), with Doug Anstaett. [Click here.](#)

3 p.m. - 4:15 p.m. – AOE Awards Watch Party. [Click here.](#)

## Create, Sell & Profit



**Ready-to-Use Spec Ads, Digital Ad Development Tools, Native Advertising Content and More to Capture New Revenue Opportunities**

Go to [metrocreativeconnection.com](http://metrocreativeconnection.com) now to preview the latest SearchBook® and see how Metro's spec ads, images, special sections, tools and ideas can help your publication navigate new roads to revenue – in print and online!

**METRO**

CREATE. SELL. PROFIT.

*Call today for your free trial!*

**800-223-1600**

[metrocreativeconnection.com](http://metrocreativeconnection.com)  
[service@metro-email.com](mailto:service@metro-email.com)

# We're not the 'enemy,' so let's say so

The digital version of the Kansas Press Association Conference was about as good as it could be.

Nothing is going to replace being in person and what comes with that, but considering that wasn't an option,

I felt like the KPA staff did an excellent job getting us programming that we could use.

Most of the sessions were recorded, so anyone reading this can go back and watch them, and I was lucky enough to participate in one along with Harvey County Now Managing Editor Adam Strunk.

Strunk moderated a discussion about the future of journalism in Kansas, and something Teri Finneman said really stuck with me.

Finneman is a professor of journalism at the University of Kansas, and during the discussion she urged newspapers to reclaim the narrative about our position in society in a healthy, functioning democracy.

She is quite right, and in a later session, she expanded on the fact that there has been almost no push back from our industry in regard to being "the enemy of the people."

It's time we take some of our precious

ink and show people not only why we aren't the enemy of the people but also that we are, in fact, a very important part of democracy and without our presence, things will surely run amok.

There are several ways to do this in your papers, but something we recently did was take several pages of our paper and do profiles on the people who work at Harvey County Now.

We put faces on them and talked about their hobbies and why they like what they do.

We did that package along with a subscription drive, where we saturated the county with our product for two weeks.

We wanted the whole county to see who is in the back of the room covering the city meetings.

It's a lot harder to be "the enemy of the people" when you have a face, a name and people have had an opportunity to get to know you a bit more.

Another way to fight this terrible misconception is to use your editorial pages to show your worth in the community.

If reporting by your newspaper has saved the county thousands of dollars, say that.

If you have uncovered some terrible truths in your watchdog coverage, say that, too.



**Joey Young**

**It's a lot harder to be 'the enemy of the people' when you have a face, a name and people have had an opportunity to get to know you a bit more.**

It's always good to remind the people that you work for them and, without you, much of government would be done without any eyes on it.

In the "fake news" era, it is more important now than ever to be vigilant, call B.S. when we see it, and show our worth.

The future of journalism in Kansas is bright, so long as we reclaim our own narrative and quit talking about our death like it's near.

Keep fighting the good fight and informing your readers. The world needs us more than ever, so it's the best time to tell them all the great stuff we do to better their lives.

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

## National Newspaper Week is Oct. 14-20

The 80th annual National Newspaper Week, set for Oct. 14 to 20, is a recognition of the service of newspapers and their employees.

It is sponsored by Newspaper Association Managers, composed of associations like the Kansas Press Association across the United States and Canada.

[The content kit](#) at the NNW website will continue to be updated with promotional ads, editorials and editorial cartoons as they become available.

"America Needs Journalists" is this year's theme.

The Iowa City Daily Iowan helped with this year's theme.

[Click here](#) to learn more about the work they are doing to support student journalists.

Plan to celebrate NNW by downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers to your communities.

Make it local by editorializing about your newspaper's unique relevance. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, and publication of timely public notices.

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource.

You already know there is power in association.

**AMERICA  
NEEDS  
JOURNALISTS**

NATIONAL NEWSPAPER WEEK • OCTOBER 4-10, 2020

And the same principle holds when associations like ours band together to provide even greater impact — both directly to newspaper members locally and collectively to the overall industry nationwide.

# Special awards

Continued from Page 2

The Rescue Mission's director announced it was behind the previous year's fund-raising by \$1 million and that the mission's future was in jeopardy.

Without a significant boost in donations, shutting the doors of the shelter, which has been housing about 250 men, women and children each night this summer, had become a real possibility.

The community stepped forward. Children had fund-raisers. Banks stepped forward with matching donation offers, the city and county commissions stepped up to the plate with funding and hundreds of individual donors also wrote checks.

But the Capital-Journal also asked the tough questions about how the mission had gotten to this point and why its leadership hadn't sounded the alarm earlier.

In just six short weeks, the efforts in the community raised enough to cover the shortfall. It showed how a newspaper and its community can work together to attack a significant problem.

## The Victor Murdock Award

This year's winner is Jonathan Riley of the Pittsburg Morning Sun for its series of articles on hospital closings and other health-care issues in southeast Kansas.

The series began with news in February 2019 that the hospital and two clinics in nearby Oswego were closing because of financial stress. Employees had not been paid in almost a month.

It came on the heels of the closing of the Mercy Hospital in Fort Scott just a few weeks before, so it was another blow to healthcare in the region.

During its series of articles, Riley took a closer look at EmpowerHMS, the management company operating the facilities in Oswego, and its owner, South Florida businessman Jorge Perez. Perez had billed himself as the savior of rural hospitals.

Other Empower facilities in Plymouth, N.C., and Sweet Springs, Mo. had endured similar quick closings, and the company's hospital in Horton, Kan., also had closed temporarily.

This series was no ordinary undertaking. It represented dozens if not hundreds of hours of interviews and research and ended with indictments of some of the participants.

## Journalist of the Year

Chad Lawhorn, publisher of the Lawrence Journal-World, was selected to receive the first-ever Journalist of the Year award based on a portfolio submitted for the competition.

Lawhorn has been with the Journal-World since 2001. He served as a reporter, managing editor and editor at the company before being named publisher in 2019.

He is a past winner of the Clyde M. Reed Jr. Master Editor Award.

In addition to publishing the Journal-World, he also oversees LJWorld.com, KUsports.com, the Tonganoxie Mirror and other ventures.

## Other awards

- Chris Neal, formerly with the Topeka Capital-Journal, was named Photographer of the Year for dailies.
- Fred Solis, The Clarion, was named Photographer of the Year for nondailies.



*Three new members were inducted into the Kansas Newspaper Hall of Fame: (from left) Gary Mehl, McPherson Sentinel; Linda Denning, Ellsworth County Independent-Reporter; and John D. Hanna, Associated Press. Their stories were printed in the June Publisher, which can be found by [clicking here](#).*



*Travis Mounts, Times-Sentinel managing editor and co-owner, served as president for 2019-20. He gave his convention address virtually to attendees. He took over a year early when Scott Stanford of the Lawrence Journal-World transferred out of state.*



*Max McCoy (above) of Emporia State University and Sara Spicer, climate change reporter for the Wichita Eagle, discussed techniques for pursuing open records during their Aug. 21 KPA program.*

## MARKETPLACE

*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](#).*

### MANAGEMENT

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

### NEWS

**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](mailto:faimonc@gmail.com).

**REPORTER** - The Bartlesville Examiner-Enterprise is looking for a full-time reporter to cover local news in northeast Oklahoma. Candidates should have experience taking photos as well as shooting and editing video, and know how to use social media to grow an audience. Preferred: Degree in journalism or related field; previous experience at a daily newspaper or other professional news organization. Send letter of interest, resume, three references and story clips to Doug Graham, News Editor, at [dgraham@examiner-enterprise.com](mailto:dgraham@examiner-enterprise.com).

**COPY EDITOR/PAGE DESIGNER** - Newspaper and digital media company in vibrant Midwestern college town is seeking a talented copy editor/designer to work on a team that edits a variety of content and designs both print and digital pages.

### Older ads are eliminated

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

We've removed many of the older ones and ask that you please resubmit if you want them to run again.

Send those requests to [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

Candidates should have excellent writing and grammar skills, as well as a command of AP style and experience laying out print pages with Adobe InDesign. The job requires evening and some weekend and holiday hours. Duties include editing stories for print and online, writing engaging headlines, designing news and sports pages and working closely with other night editors to produce a high-quality publication on deadline.

The Lawrence (Kan.) Journal-World operates a six-day morning newspaper that is delivered to about 10,000 households in Lawrence and northeast Kansas. In addition, the company operates LJWorld.com, a comprehensive news website that attracts about 25,000 daily users and is supported by a strong base of digital subscribers. The company also publishes KUSports.com, which provides complete coverage of athletics at the University of Kansas. Lawrence is a growing community of about 100,000 people, and is a short 30-minute drive from the Kansas City metropolitan area. Lawrence is home to the University of Kansas, and offers a host of cultural and sporting amenities to its residents.

The company offers a competitive wage based on experience and qualifications. The company's benefits package includes health insurance, paid vacation, sick leave, and 401(k) retirement plan. Applicants should send a cover letter and resume to Managing Editor Kim Callahan at [kcallahan@ljworld.com](mailto:kcallahan@ljworld.com). Finalists also should be prepared to take a copy editing test as part of the interview process.

**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 de-

sign, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at [dpaxton@nwkansas.com](mailto:dpaxton@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

### NEWSPAPERS FOR SALE

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

### ADVERTISING

**ADVERTISING MANAGER** – The Iola Register, Allen County's daily newspaper since 1867, is looking for an advertising manager. Join a creative, ambitious team that is aggressively looking to expand into digital sales while maintaining a dynamic print product. Contact [susan@iolaregister.com](mailto:susan@iolaregister.com) for more information.

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

**RETAIL ACCOUNT EXECUTIVE** - The Great Bend Tribune is seeking a full-time Retail Account Executive or Sales Team Leader to join 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

## MARKETPLACE/CONT. FROM PAGE 6

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

**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.

## KPA NETWORK WINNERS FOR JULY

**T**he following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in July 2020.

If you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. So a \$1,900 2x4 ad will bring the selling newspaper a profit of \$950.

Sell outside of Kansas (SDAN or SCAN) or do direct placement in other papers and your newspaper gets to keep half the commission allowed to KPA by the other state press associations.

Call Amber Jackson at KPA to get tips on how to sell these ads or to facilitate direct placements in other Kansas newspapers.

**KDAN** — Rural Messenger, five ads sold for a profit of \$2,760..

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

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



## THIS MONTH'S QUESTION

Q. Where is the Kansas Newspaper Hall of Fall going to be housed since the Kansas Press Association has sold its building in Topeka?

A. Good question. We are searching right now for a permanent home for the Newspaper Hall of Fame. If you have a suggestion for where it should land, please send that to Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com). We're also looking for a home for the beautiful First Amendment sign that hung in the KPA's front office.

## KPA STAFF

### Emily Bradbury

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

### Judy Beach

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

### Amber Jackson

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

### Lori Jackson

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

### Emma Platt

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

## KPA CONSULTANTS

### Doug Anstaett

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

### Max Kautsch

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

### Mike Kautsch

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

## FRIENDS OF KPA

### Ron Keefover

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

# We did it — and not a moment too soon!

**F**or the last seven years, it has been somewhat of a tradition for me to take the Monday after the Kansas Press Association annual convention as a vacation day.

Since I'm writing this column on said Monday, you can guess how that is going this year, but I digress.



**Emily Bradbury** many members who were glad to participate without the expense of lodging and the hassle of travel. We appreciate everyone who took the time to join us for this first-ever virtual event.

If you are planning such an event – either for your newspaper or your community – here are a few things we learned that we feel might be helpful.

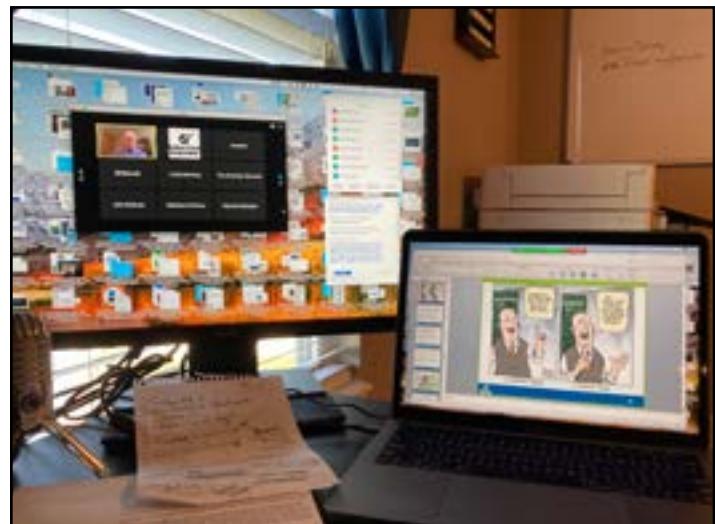
1. People like to multi-task. Don't expect full attention.

Journalists are masters at tackling more than one job at once, which means they are listening; they just might not be looking at the camera.

They will profusely apologize but you will reassure them that you do the exact same thing when you are on someone else's webinar.

2. Speaking of a computer camera, most newspaper folks hate being on one. Session "pictures" consist of a

**While virtual events are not ideal, we had many members who were glad to participate without the expense of lodging and the hassle of travel. We appreciate everyone who took the time to join us for this first-ever virtual event.**



computer screen full of black boxes (see graphic above).

3. Make sure the recordings do not catch the random conversations that occur while setting up the session or you might hear someone (not me, of course) demand that their children quiet down for the MILLIONTH time.

4. Banning said children from Fortnite and Roblox for four days during the convention (I needed all the bandwidth I could get) may result in more wine being consumed each night. Check your supply early and often!

5. Make sure you don't blend into your background. Being a brunette sitting in front of a brown bookcase may result in worries that you cut off your hair in a pandemic rage.

Between the pandemic and the longest spring break EVER, I came close. No lie.

In all seriousness, everyone involved in this event did an amazing job! From the speakers to the attendees, everyone was happy, grateful and open to new ideas.

Thank you for going on this ride with us.

That reminds me, I need to check my wine supply.

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

## Researchers: what's it like to be a journalist today?

**A** new 10-minute survey is asking local journalists and news publishers to share their story and experiences as part of a project examining the health of local newspapers.

The project is supported by the Tow Center for Digital Journalism at Columbia University and is seeking to find how local news is coping with COVID-19, corporate downsizing, concerns about "fake news," mistrust in journalism, "news deserts" and any and all factors influencing the local news publishing industry.

The study builds on the findings of earlier research performed by Tow in 2016 and 2017, which shared lessons from the perspective of

420 journalists across the United States.

By revisiting this earlier study, researchers hope to compare – and contrast – the experience of local journalists in late 2016 and mid-2020, while also highlighting the contemporary characteristics of today's media landscape.

Fundamental to the research is also the desire to hear and amplify the experiences of local journalists working on the frontline during troubling times.

As part of the research, researchers want to hear about the experiences of local journalists and people working at local newspapers across the United States.

The survey is entirely optional and will

take approximately eight to 12 minutes.

By participating, you consent to Towson researchers using your answers to inform its research.

However, the data will be anonymized in the final report. There is no risk to taking this survey and you are free to withdraw at any time. You may also skip any questions you do not wish to complete.

If you would like to see a copy of the published report, leave your email address at the end of the survey. Your name, email and newspaper will not be featured in the research findings, or linked to any conclusions from the data researchers will publish.

To participate in the survey, [click here](#).