

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

SEPT. 15, 2021

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KPA Executive Director Emily Bradbury wants to know what you want from the association. Please provide the staff with some feedback.

KPA CALENDAR

OCT. 9

President's Gala and Hall of Fame Induction, Meridian Center, Newton. Need to register for this event? [Go here](#). Need to reserve a room at the Holiday Inn Express? [Go here](#). Room block closes on Sept. 18.

DEC. 15

230th anniversary of the ratification of the U.S. Bill of Rights.



Bill Roy



Jean Hays



Dion Lefler



Chance Swaim

Special award winners named

Winners of special Kansas Press Association Awards have been announced, and they include Wichita Business Journal editor Bill Roy, who was recipient of the 2021 Clyde M. Reed Jr. Master Editor award.

Roy will be honored along with other special award winners and the newest inductees into the Kansas Newspaper Hall of Fame at the President's Gala Oct. 9 at the Meridian Center in Newton.

Other honorees include:

□ Jean Hays, long-time news staffer at the Wichita Eagle, win-

ner of the Gaston Outstanding Mentor Award.

□ Dion Lefler and Chance Swaim, reporters for the Wichita Eagle, winners of the Victor Murdock Award for their series, "Anatomy of a Smear."

□ The Kansas City Star, winner of the Boyd Community Service Award.

Roy, a graduate of Kansas State University and editor of the Wichita Business Journal since 2003, came there after stints in broadcast media in Wichita.

"Without question, the best things Bill brought with him to

the Wichita Business Journal were a natural ability to train, lead and grow our newsroom staff, tremendous news judgment on what made a good business story, and the integrity to always do the right thing," said John Ek, the newspaper's market president and publisher.

Roy also has a weekly podcast that passed the 200-episode mark recently.

Despite being diagnosed with ALS in 2019, Roy has continued to lead the newsroom.

See **SPECIAL Page 4**

Payroll credit now included in LJSA

A payroll credit for news journalists has been submitted as a component of the U.S. House Ways and Means Committee's markup of the Local Journalism Sustainability Act (LJSA).

The inclusion will provide local newsrooms the opportunity to receive a five-year tax credit of up to \$25,000 per journalist in the first year and up to \$15,000 in the subsequent four years.

The reconciliation bill has been submitted and is scheduled soon for a vote in the Ways & Means Committee.

Alan Fisco, president of America's Newspapers and president and CFO of the Seattle Times, said:

"We are so appreciative to all our legislators who have been supporting this bill, especially Reps. Kirkpatrick and Newhouse and Sens. Cantwell, Wyden, Kelly and Schumer. Without their leadership and support of our industry, many of us would be forced with difficult decisions on further reductions of newsroom staffing and, worse, a growing number of news deserts.

"Passage of this bill is critical to giving us a fighting chance while continuing the great work newspapers do within their local communities. I also want to thank our membership, and industry

See **TAX CREDIT on Page 8**

Slimp remembers his excitement when Aldus PageMaker debuted

My experience as a professional designer goes back quite a while. I suspect many folks who read my columns were yet to be born when I picked up the box containing Version 1.0 of PageMaker from my desk in Lakeland, Fla., leaving me to wonder what was inside the box.

My office adjoined the campus of Florida Southern College, and it seems the Computer Science Department wasn't sure what to do with this "program" and had it sent to me. I suppose I had a reputation for pushing the limits of those early desktop computers.

I didn't sleep that night. I carried the box home with me, staying up till morning to figure out how to lay out a page in PageMaker. It was a slow process.

At the time, Aldus (the creator of PageMaker) released all its applications first on the PC platform, then Mac. Microsoft Windows wasn't commercially available at the time, so PageMaker ran on something called "Run-Time Windows," which was built into the application. To design a letter-size page took approximately eight hours in those early days due to the slowness of those desktop computers.

After purchasing my first laser printer, an HP Laserjet, I could print a page in approximately two hours.

Once I learned how to design pages in PageMaker, then learned enough about the Postscript programming language to create vector-based logos and illustrations, I was a hot commodity as a designer. I soon moved on to other applications like QuarkXpress, Illustrator, CorelDraw, Ventura Publisher, and Adobe PhotoStyler. Years later, after Adobe purchased Photoshop from Aldus, combining many of the tools from Photoshop with those from PhotoStyler, I learned, then began teaching, Photoshop to audiences that filled auditoriums.

Moving on, I opened an ad agency, which led to my work with Adobe and PDF files (I was looking for a less expensive way to get proofs to clients). Before long, I was receiving calls from newspapers internationally for help with design and

technology.

Skip ahead a few decades to 2021, and quite surprisingly, I find myself doing more design work than ever. Between book covers, marketing materials, and even the occasional newspaper redesign, I generally sit in front of my screen 12 or more hours most days. So, when I find something that saves time in the design process, I'm quick to add it to my toolbox.

I'd like to share two websites that have become daily destinations in my design work in this column. I use both to assist in the selection of colors used when designing book covers and marketing materials. Not only do these tools save time, but they've also made the quality of my work

increase significantly.

The first is Design Wizard (designwizard.com). [Click here](#) for the URL you will want to visit for selecting color combinations.

As you scroll down the page of Design Wizard, you'll find a section titled, "Color Compos That Use Two Colors." I've started using this material in most of my design

work. Design Wizard features popular color combinations that work well together. For instance, I would have never thought to use Turquoise and Warm Sand together on a book cover. But with the help of Design Wizard, I did, and the result was a beautiful color combination.

Further down the Design Wizard page, you'll find a section titled "Color Matching with Three Colors." If you are like me, you'll find this information invaluable when designing ads and illustrations.

The second website I would recommend is Pantone Harmonies, which can be found by [clicking here](#).

Be sure to enter the URL address precisely that way. Otherwise, it's tricky to find the right page.

Simply, Pantone Harmonies allows the user to enter a color, then suggests complementary colors.



Kevin Slimp

I didn't sleep that night. I carried the box home with me, staying up till morning to figure out how to lay out a page in PageMaker. It was a slow process.

See SLIMP on Page 8

2021-2022 KPA BOARD

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clawhorn@ljworld.com

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claycenterdispatch@gmail.com



Lessons from a failed marketing business

I remember talking to Clark about his early days in advertising. When he started his then-small marketing business, one of his first clients was a fast-food establishment that needed help with an introductory campaign. Although the store manager knew almost nothing



John Foust

about advertising, he understood that it was important.

Clark said three factors drove the advertising strategy: (1) the budget was severely limited, (2) although it was a national brand, the business was new to the market, and (3) a large university was about two miles away.

“In those pre-Internet days, the college market was the store manager’s best option,” Clark said, “and I figured the surest way to reach those students was through the college newspaper. The challenge was to give them a reason to travel two miles for fast-food. I decided to run a series of quarter-page ads, with discount coupons. The price fit the manager’s budget, and the coupons would give him a way to measure results. Each ad had a code number on the coupon, so he would know which days of the week drew more responses.”

When Clark dropped by the store after a few ads ran, the store manager held up a big paper grocery bag which was overflowing with coupons. There was no organization at all, and it was obvious that coupons had been mixed together in the bag. The ads had pulled in some customers, but – even though they had discussed the significance of measuring results – the manager clearly had no interest in following through.

“Unfortunately, that fast-food place didn’t stay open very long,” Clark explained. “For several years after it closed, I wondered if I could have provided more help. But eventually I came to realize that advertising alone can’t keep a business going. People were willing to try the restaurant once, but the food simply wasn’t good enough to bring them back. The store manager had a gruff personality that may have turned off customers. I also heard that there were staffing problems and issues with state restaurant inspections.”

Although that was a painful experience, it taught Clark some lessons which benefited him in later campaigns

“The first lesson was the importance of a system for clients to track ad responses,” he said. “That can be as simple as a box with folders to organize coupons. Or it can be as sophisticated as a spreadsheet or tracking software.

“The second lesson was to develop a way to capture customer information – at least a name and email address. That can be done with some kind of loyalty program, a requirement to provide information before downloading an online coupon, or an in-person sign-up for future deals.

“The biggest lesson of all,” Clark said, “was

the first-hand observation of the power of the consumer’s in-store experience. The ultimate goal is for the customer to see the store as worth a second, third and 10th visit. Experience, not advertising, is the determining factor in customer loyalty.”

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

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‘For several years after it closed, I wondered if I could have provided more help. But eventually I came to realize that advertising alone can’t keep a business going.’

KPA debuts Positive Press newsletter

The Kansas Press Association has launched a new weekly newsletter, Positive Press. The first issue was Sept. 10.

It’s targeted to the general public and will feature articles by KPA members while educating readers about journalism, the people of Kansas and the endless advertising opportunities in Kansas publications.

Each week, the newsletter will feature articles that KPA members have submitted

for publication. We are looking for feature articles about Kansans in your area or good news stories that you think have statewide interest.

Did you write a story that you would like to see in Positive Press? You can submit stories [here](#). All articles will link back to your website (if applicable).

Would you like to receive the Positive Press? You can sign up for the new newsletter [here](#).



THIS MONTH’S QUESTION

Q. I know Doug Anstaett has stepped back from his former lobbying duties for KPA, but is he still available for on-site training of new reporters?

A. Yes. Doug is available to schedule a visit to your newspaper or region to conduct his Newswriting 101 training. If you have a new reporter or staff member who could use some basic training in journalism, contact Doug at danstaett@kspress.com or Emily Bradbury at ebradbury@kspress.com. The only cost for such training is for travel and lodging expenses.

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Networking with our peers is vital to success

When I first took over The Herald, I knew a handful of journalists on a personal level. And, by personal level, I only knew a few names and faces as I traveled with my parents to various Kansas Press Association events.

Sure, they talked business while playing in golf tournaments, but rarely did I clue in to the discussion. I had no intention to follow in the footsteps of my father or grandfather.



Robin Wunderlich

Boy, what I wouldn't do to go back in time and ask questions.

Luckily, those few journalists I knew of have always answered my calls and/or emails. They may have hung up laughing, but they answered and helped

guide me through various trials throughout the past 12 years.

For the first six years or so, I continued to simply get by. I focused on our small community and continued with policies and procedures that had been in place for years.

I reached out to KPA staff for guidance

from time to time, but rarely did I attend trainings or convention.

This was simply out of fear. Fear of not belonging or even fear of making a fool of myself. But, who in this industry hasn't done so a time or two in a publication? We can't improve if we don't try.

Although I still face the fear of looking foolish, my staff and I have attended as many trainings and conventions as we can.

Not only do we leave with knowledge and new ideas, we leave with added people in our corner. Networking with our peers is vital. We aren't on this roller coaster alone.

Have an idea that you're pondering ... they may have tried it and failed. This doesn't mean you will fail, but rather it will give you ideas or insight on how to adapt the idea to make it a success.

Next month, we have the chance to network with our peers while honoring

Hall of Fame inductees Lloyd Ballhagen, a former Harris Enterprises executive; Roxana Hegeman, long-time Associated Press correspondent; Joel Klaassen, former owner of the Hillsboro Free Press and Kansas Publishing Ventures and Tom Slaughter, former AP bureau chief

and later executive director of the Inland Press Association.

We'll also be honoring those on today's front page of the Publisher and others who have excelled at Kansas newspapers, and we will be celebrating past presidents Travis Mounts and Joey Young, who led our great association

through struggling times during the pandemic.

I look forward to seeing all those who are able to join the celebration in Newton on Saturday, Oct. 9 for the President's Gala.

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

Special

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Gaston Outstanding Mentor Award

Hays, a native of Arkansas City and graduate of Wichita State University, retired from the Wichita Eagle in May after 43 years as a reporter and editor.

As the investigations editor, she recently worked with a team of reporters investigating Wichita's water system, warning readers that Wichita's only water treatment plant could fail at any time.

A follow-up story detailing how the mayor steered a \$524 million contract for a new water plant to his friends led to the mayor's election defeat and a Polk award.

She is married to Jim Cross, who recently retired from the U.S. Attorney's office. Their daughter, Rachel, is a policy analyst with the Public Interest Research Group in Boston.

Swaim, a colleague at the Eagle, said, "An investigative reporter needs an investigative editor, someone who protects her reporters from themselves and who knows when to stay the hell out of the way.

"Her questions pop into my head as I

write, months after her retirement: 'What is the most powerful way we can say this? What are readers going to care about?' Those questions will drive me for the rest of my career."

Victor Murdock Award

Swaim and Lefler teamed up on a series of articles investigating local officials who had attempted to smear Wichita mayor Brandon Whipple with a false election ad.

The three-part series tracked down the origin of the ads and who paid for them, eventually leading to the resignation of Sedgwick County Commissioner Michael O'Donnell and Wichita City Commissioner James Clendenin. State Rep. Michael Capps, R-Wichita, also was implicated in the plot and asked to resign by party officials.

The ad in question had featured young women falsely accusing Whipple of sexual harassment leading up to the election of 2020.

The reports followed the money and discovered \$10,000 had been raised under the guise of a non-profit to fund the false attack.

They discovered the plot originated as a "last-ditch effort" to save former Mayor Jeff Longwell's job. Longwell had already

been implicated in another local scandal concerning how he steered a \$524 million contract for a new water plant in Wichita to his friends.

Boyd Community Service Award

Following the murder of George Floyd by a Minneapolis police officer, Kansas City Star reporter Mara Rose Williams urged her editors to seize the moment. The result was an investigation of The Star's role in the city's history and practice of systemic racism.

Research for the project uncovered instances of the newspaper reinforcing Jim Crow laws, redlining, school segregation and other destructive public policies.

For "The Truth in Black and White," reporters spent hundreds of hours studying decades of microfilmed pages of the The Star, the Kansas City Times and the city's Black newspapers, The Call and The Sun.

"The Kansas City Star prides itself on holding power to account," editor and president Mike Fannin wrote in an essay introducing the project. "Today we hold up a mirror to ourselves to see the historic role we have played, through both action and inaction, in shaping and misshaping Kansas City's landscape. It is time that we own our history."

‘Trusting News’ project attempts to clearly define fairness, balance

Editor’s note: “Trusting News” is a project of the Reynolds Institute at the University of Missouri and the American Press Institute.

By Lynn Walsh

News consumers often say they want stories that “just give me the facts” and “include both sides.”

When asked what they’re looking for in responsible journalism, at the very top of the list for news consumers will be one word: balance. (At least, it’s at the top of the list from 81 user interviews conducted by Trusting News partners.)

Often mentioned alongside the word balance are the words “both sides.” These are tricky concepts, of course. There are usually more than two sides.

So, what does that look like day to day, in coverage of social issues, politics and life in general? What makes a story feel fair, neutral or balanced? What makes it feel slanted or opinionated? And how do those elements play out in the decisions journalists make day to day about things like sourcing, word choice and headline writing?

Along with balance, fairness is another key concept often mentioned by news consumers.

Most journalists would say that they aim for and often achieve balance and fairness.

Yet news consumers do not always recognize those ideals in the products we deliver and, very often, they do not give us credit for striving for them.

In fact, they often assume the opposite – that we are actively suppressing some perspectives and highlighting others based on our personal and organizational beliefs and priorities.

Research shows that the words journalists use can alter the public’s perception of coverage, so it’s vital that journalists be clear and thoughtful in the language they use in stories. It’s also important to be aware of how our own assumptions or biases might influence those word choices.

On the topic of perceptions of stories’ fairness, here are some questions we’re ready to ask.

- How do the way we write stories impact how fairly they are perceived?
- What adjectives are used to describe people, situations, groups, etc?
- Are we consistent with the adjectives we use and when we use them? What about labels? Do we always use “Republican” and

“Democrat” when mentioning a lawmaker?

- How are we writing headlines? What words are we putting in the headline to highlight what the story is about? How about social text? Is the same effort to be fair or neutral being made there?

What context is important if we want a story to be perceived as fair?

- How do we pick the focus of the story?
- What perspectives are we adding to the story?

- Which perspectives are we not including?

- When we add details about a person or situation, do we pause to consider how we’re deciding those details are relevant? And would that relevance be clear to the audience?

Users want us to focus on fact, not interpretation. What does that look like?

- When we insert opinion are we labeling it as “opinion”?

- If we offer any kind of “analysis” how are we labeling that?

Do the labels appear clearly and follow when shared off the original platform?

- Do we explain what the labels we use mean, especially when it comes to opinion content?

Are we correcting our mistakes?

- We don’t like to make mistakes and try hard not to, but sometimes they happen, so how are we correcting them?

- Do we make our corrections policies public?

- When we make a correction, do we make the correction with humility? Are we willing to answer additional questions about the correction from the community?

- What if something isn’t wrong, but could be better? How are we addressing those situations?

- Is it clear that we place a high value on accuracy? Are we on the record that we want to know if we’ve gotten something wrong

How do sources impact how likely stories are to be considered fair?

- Who are we not including in our stories?

- Who are we including in our stories?
- How much do we include from each source? How many SOTs? How many quotes?

- Who did we speak to but not include in the story? Are we sharing that information with the audience?

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

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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

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 REPORTER – The biggest sports fans are those from small towns who love their hometown teams! Be it baseball, football or basketball, the Iola Register is the go-to place for the latest area game. The Iola Register is looking for a sports editor to cover local high school and community college sports. Writing, photography and layout skills required. A journalism degree is preferred. The Register is published five days a week and has a thriving web presence. It is the only daily in the county with a wide reach. We are family-owned for five generations and a consistent winner in Kansas Press Association's annual competitions. We pride ourselves on in-depth features and news that help build community. If you like to write, the Register is for you! The Register is a friendly place to work and Iola a great place to live. Located in Southeast Kansas, Iola is the hub of an expanding network of rail trails used for biking, running and recreation. We are 90 minutes from either Kansas City, Lawrence or Topeka. Iola is the county seat, has an outstanding fine arts center, a community college, a strong industrial base, a new elementary school that opens fall 2022, and a thriving non-profit sector. Along with cover letter please include a resume, digital portfolio, and references and send to Susan Lynn, editor & publisher, at susan@iolaregister.com. Pay is commensurate with experience. Health and dental insurance and 401k retirement plan included.

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.

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

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

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

JOURNALIST WANTED – The Wichita Business Journal is searching for a reporter who can

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

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

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

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

EDITOR – Come join our team as we grow! Weekly newspaper located in Texas is in search of a great editor. The leader we seek will be hands-on

MARKETPLACE/CONT. FROM PAGE 6

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@mnks.us.

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

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

REPORTER NEEDED – now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features

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

ADVERTISING

NEW! SALES REPRESENTATIVE – The Iola Register is looking for a sales representative to join its dynamic sales team. Goals include taking sales to the next level in terms of digital and web-based opportunities. For the past 154 years The Iola Register has been the recorder of history for Allen County, and while our paper product has been our mainstay, we recognize the importance of growing our digital presence. The Register is a stand-alone daily newspaper now in its fifth-generation of ownership. We publish five days a week. Despite national trends, we believe journalism is as important as ever and are willing to make it our sole investment. As such, we have a strong and loyal readership. We are a small, tight team that values get-togethers, goal-setting and rewards! Iola is a small but progressive community. Highlights included 70-plus miles of biking and walking trails, Allen Community College, the Bowlus Fine Arts Center, Thrive Allen County and lots of sunshine! We're especially excited that a new elementary school will welcome students the fall of 2022.

Iola is perfect for young families looking for good schools and recreational opportunities. This position is responsible for developing new business, servicing existing business, and integrating our entire product line of advertising solutions (print and online) to maximize revenue and serve customer needs. In addition to our print publication, we also offer a full set of digital marketing solutions including SEO, SEM, Email, Targeted Online, and Social Media Marketing programs designed to help our clients grow their business. The ideal candidate should have outside sales experience and will be driven to meet and exceed sales goals. You must be comfortable with cold calling, making sales presentations, and preferably, have awareness of local businesses in Iola and surrounding towns. Compensation will include a base hourly rate plus commission. (\$40-45,000). More information about this position [can be found here](#).

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@gtribune.com

PRODUCTION

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

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

What can KPA do better?

I had the privilege of attending the Newspaper Association Managers Conference in Wisconsin in early August.

If you haven't been, Wisconsin in August is glorious. They love their wine and they adore their cheese so it was like a sort of home port for me.



Emily Bradbury

I drove as the flight to Madison would have taken about eight hours with connections. I would rather be moving than sitting in an airport, so, from the Midwestern perspective, it's just more efficient.

Each year, newspaper association managers from across the U.S. and Canada gather together to discuss what is happening in our respective states, the challenges we are facing and engaging in lively banter about our industry.

Our national partners (America's Newspapers, National Newspaper Association, etc.) are working hard on postal and legislative issues among many other things. State associations, much like you, are going through a sort of metamorphosis and examining our business models so we can best

Is it legal representation? Is it legislative representation? Ad sales? What would you like to see us offer? Do you hear from us too much? Too little?

support our member publications.

As we look ahead and plan for 2022, we are taking a hard look at all of our services to make sure we are providing what you need for times such as this.

This is where you come in. We plan to ask you about what you value most in your association. Is it legal representation? Is it legislative representation? Ad sales? What would you like to see us offer? Do you hear from us too much? Too little? Start thinking now about your answers as we will be asking you soon.

We always strive to serve you better so that you get the best service for your hard-earned dollars. Until next time, stay safe and well.

Emily Bradbury is executive director of the Kansas Press Association.

Coffey takes new post at News Media Alliance

Danielle Coffey has been promoted to executive vice president and general counsel of the News Media Alliance.

In addition to leading the organization's advocacy and strategy around ensuring a digital future for journalism, Coffey will oversee government affairs and policy matters that reflect the news publishers' core mission of a flourishing, free and independent press.

Coffey joined the Alliance in April 2015 and has focused on the intersection of technology and public policy. She has created a road map for more equitable partnerships between news publishers and Big Tech, with legislative, judicial and global developments that will change the business landscape for news. She previously worked in the telecommunications industry for more than 10 years, serving companies that were similarly disrupted by new technologies and distribution models.

She earned her J.D. degree from the Catholic University Law School, with a specialization in communications law. She is originally from San Diego and Los Angeles, and now lives with her husband and two daughters in McLean, Va.

Tax credit

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constituencies that came together in a way that I have not seen in my entire career. Clearly, we still have a way to go, but this is a critical first step."

The LJSA was introduced in the House by Reps. Ann Kirkpatrick and Dan Newhouse and soon after introduced in the Senate by Sens. Maria Cantwell, Mark Kelly and Ron Wyden. Congressional leaders from across the country signed on to sponsor the bill and offer support.

The bill also was supported and advocated for by leading national organizations, including America's Newspapers, Report for America, News Media Alliance,

National Newspaper Association, The News Guild, The AFL-CIO and others.

"This has the potential to be a major victory for communities across the country as it provides needed support to local newspapers," said Dean Ridings, CEO of America's Newspapers. "The newsroom tax credit shows the interest in Congress in supporting local journalism and it is a clear recognition of the value local newspapers bring to their communities. We are very thankful for the support of the legislators who are making this happen, and to our members for their responsiveness in communicating the importance of this bill to their legislators."

More details on the Payroll Credit for Compensation of News Journalists will be available following the vote in the House Ways and Means Committee.

Kautz takes editor post at Reflector-Chronicle

Lydia Kautz has been named editor of the Abilene Reflector-Chronicle.

She began her career in 2013 as a reporter at her hometown newspaper, the Ulysses News.

She was a reporter for the Junction City Union beginning in 2015 and was later named the Union's assistant editor.

In 2018, she transferred to the Emporia Gazette, then did a stint at the St. Mary's Star and was named the Junction City Union's editor in 2019.

She has won nine reporting awards from the Kansas Press Association, including first places in news story, health story and investigative story.

Slimp

Continued from Page 2

I'm currently designing covers for 23 books in a series. Each has a similar design but uses its own unique color combination, different from the colors of the other book covers. You might imagine how difficult it

was to find 23 different combinations that looked modern and appealing. Pantone Harmonies has been a lifesaver. I simply enter a color. If I enter something generic, like "green," the website will list all the various Pantone colors in the green family. After selecting the green I want to use, Pantone Harmonies lists color combinations, most of which I would have never imagined on my own.

If you don't deal with colors or design at your publication, send this column to someone who does. There's a good chance they will thank you for it later.

Kevin Slimp has been a popular speaker and consultant in the newspaper industry since developing the PDF remote printing method in the mid 1990s. He can be reached at kevin@kevinslimp.com.