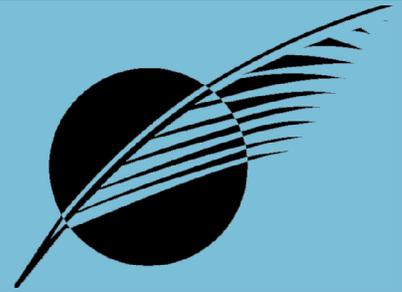


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION    SEPT. 18, 2019

## INSIDE TODAY

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Kevin Slimp challenges newspaper editors and publishers to focus on the future.

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John Foust encourages advertising sales executives to utilize stock photography in their layouts.

### PAGE 4

Ken Paulson says a free press is an insurance policy for the kind of country we want.

### PAGE 6-7

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

### PAGE 8

Emily Bradbury says editors and publishers need to tell readers why what they do is so important to our system of government.

## KPA CALENDAR

### OCT. 6 -12

National Newspaper Week. A kit for your use is available by [clicking here](#).

### OCT. 11

Montgomery Family Symposium, Topeka (see story at right). [Sign up here](#).

### 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.

## National Newspaper Week is Oct. 6 - 12

**It's your annual chance to toot your own horn, explain what we do**

**T**his year marks the 79th anniversary of National Newspaper Week, Oct. 6 through 12. The annual observance celebrates and emphasizes the impact of newspapers on communities large and small.

Content is available now to Kansas Press Association members for download.

[Click here](#) for the content kit, which contains editorials, editorial cartoons, promotional ads and more.

NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on

a state and provincial, regional and national basis. This year's theme is "Think First — Know Your 5 Freedoms!"

The aim is to applaud and underscore newspaper media's role as the leading provider of news in print, online or on mobile devices.

"We want every newspaper in Kansas to take this opportunity to tout the importance of journalism and print newspapers to our democracy," said Emily Bradbury, executive director of the Kansas Press Association. "Even better, you can make it local by editorializing about your newspaper's unique relevance in your community."



*Damian Radcliffe, a professor of journalism at the University of Oregon, will lead this year's Montgomery Symposium. He'll focus on how*

*even small newspapers can deal with all the curves that have been thrown at the newspaper industry by the digital revolution.*

## Digital disruption? Learn how to adjust

**W**ant to know how small market newspapers are responding to the challenges of digital disruption?

Then the 2019 Montgomery Family Symposium, which will be held on Friday, Oct. 11 in Topeka, has just the ticket.

Damian Radcliffe, a professor of journalism at the University of Oregon, will be the keynote speaker for this year's symposium.

Radcliffe is the Carolyn S. Chambers Profes-

sor in Journalism and a professor of practice at Oregon.

Besides holding the Chambers Chair at the School of Journalism and Communication, he is also a fellow of the Tow Center for Digital Journalism at Columbia University, an honorary research fellow at Cardiff University's School of Journalism, Media and Culture Studies,

**See MONTGOMERY on Page 4**

# Newspapers: let's get serious, focus on the industry's future

Like many of you, I've been in the newspaper business a long time. I began delivering daily papers for the Johnson City (Tennessee) Press-Chronicle when I was 8 years old.

It's amazing my parents allowed me to deliver papers after my 12-year-old brother had been killed while walking home from his paper route six years earlier.

So, when I say newspapers are in my blood, I mean that literally.

For more than 25 years, I've worked as a consultant with thousands of newspapers in the U.S. and abroad. In that time, I've seen a lot of changes, and not just in the areas of technology and production.

Some of the changes have been exciting. Working on the development of the PDF printing method in the 1990s has been one of the highlights of my career thus far. Traveling to major universities and professional groups to discuss the upcoming digital revolution in the late 1990s and early 2000s was another interesting time.

Being invited to address groups including the National Economic Association, the National Press Club and others about the effects of various elements on the newspaper industry as well as the effects of the newspaper industry on society in general have been a highlight of my

career to date.

An issue that has concerned me over the past 10 or so years has been the lack of unbiased leadership in our industry to keep us on track in accomplishing our core duties, while steering us away from negative influences that could be detrimental to our industry's future.



Kevin Slimp

Whether out of a fear of upsetting powerful players in the industry or just being too quick to take bad advice, we've taken more than a few wrong turns over the past 10 or so years.

That's why I'm so excited about some of the work I, as well as others, will be involved in over the coming months.

My schedule this fall is probably the busiest of my career. A quick glance tells me I'll be in just about every corner of the United States, as well as a lot

**An issue that has concerned me over the past 10 or so years has been the lack of unbiased leadership in our industry to keep us on track in accomplishing our core duties, while steering us away from negative influences that could be detrimental to our industry's future.**

of states in-between, to work with groups who are serious about helping newspapers take steps toward a brighter future. Let me share a little about a couple of these efforts.

The North Dakota Newspaper Association Foundation is hosting a gathering in Bismarck in October 2019 to gain a better understanding of how newspapers can play a more vital role in the lives of potential readers in their mid 20s to late 30s.

See SLIMP on Page 5

## 2019-20 KPA BOARD

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## KPA AUGUST NETWORK WINNERS

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

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.

Call Amber Jackson at KPA to get tips on how to sell these ads.

**KDAN** — Rural Messenger, four ads for a profit of \$1,640; Madison News, one ad for \$450 profit; Iola Register, one ad for \$450 profit.

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

# Stock photography can add to your ad toolbox

Daniel told me about an ad he created for a commercial real estate firm. “They prided themselves on the hard work they did for their customers. Their marketing manager said ‘shoe leather’ was their secret of success. When I heard that, I knew it would work in their ads.

“I found a stock photo of a shoe with a hole in the sole, then asked our creative department to enlarge the hole to make it more dramatic. The copy described the advertiser’s willingness to wear out their shoes to serve their customers. That photo was a real winner. It became the theme for everything they advertised.”



**John Foust**

Stock photography can be an important addition to your creative toolbox. Here are some points to keep in mind:

**1. Look for an image to illustrate an idea you already have.** That is what Daniel did. “I knew I needed a picture of a shoe,” he said. “It was just a matter of finding the right one. A photo worked better than a drawing, because it was a picture of an actual shoe. Sure, we modified it, but the end product was still a real shoe.”

**2. Browse through images to find a new idea.** Sometimes you’ll have a general concept in mind. You just need a visual image to crystallize the idea.

Let’s say you’re developing a campaign for an investment company that has a long history of helping people navigate the ups and downs of the economy. Their philosophy is, “There’s no need to worry. Your investments are safe with us.”

You look through some stock images and find several distinct categories to consider – people, objects, activities and places. They all offer opportunities to use comparisons and hyperbole.

To consider a few generic examples... could a mountain climber represent the company’s expertise in moving onward, regardless of the unpredictable twists and turns of the economy? Could a lighthouse symbolize the firm’s guiding principles in protecting their clients’ retirement accounts? Could a padlock represent their commitment to financial safety?

What about the advertising for a home builder? Could a paint brush symbolize their meticulous attention to detail in the homes they build? Could a clock represent the fact that their houses sell quickly,

because they are so popular?

**3. Don’t hesitate to modify an image.** Like Daniel modified the stock photo of the shoe, you can customize an image to fit your specific situation. “The change made the selling point more noticeable,” he said. “I knew the shoe would appear in small ads, as well as large ads – and I didn’t want anyone to miss the point.”

**4. Be sure to check the usage agreement.** Even if your publishing company has purchased a collection of stock images, do some research before you

present an idea to your client. You’ll want to make sure you have the proper permission to use the image how you want – and as many times as you want.

Without a doubt, the “stock market” for photographs is a great place to find ideas.

*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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# Publishers: annual statement is due at postmaster by Oct. 1

The publisher of each newspaper sent with a Periodicals Class Mail permit must file Form 3526 with the local postmaster by Oct. 1.

The information provided on Form 3526 allows the U.S. Postal Service to determine whether the publication meets the standards of Periodicals mailing privileges. Newspapers with electronic subscriptions to claim will also use Form 3526.

The required information also must be printed in an issue of the newspaper:

- Not later than Oct. 10 for publications issued more frequently than weekly.
- Not later than Oct. 31 for publications issued weekly or less frequently, but more frequently than monthly.
- For all other publications, in the first issue whose primary mailed distribution is produced after Oct. 1.

To download a Form 3526, [go here](#).

**UNITED STATES POSTAL SERVICE® Statement of Ownership, Management, and Circulation**  
**POSTAL SERVICE® (All Periodicals Publications Except Requestor Publications)**

1. Publication Title: \_\_\_\_\_ 2. Publication Number: \_\_\_\_\_ 3. Filing Date: \_\_\_\_\_

4. Issue Frequency: \_\_\_\_\_ 5. Number of Issues Published Annually: \_\_\_\_\_ 6. Annual Subscription Price: \_\_\_\_\_

7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®): \_\_\_\_\_ Contact Person: \_\_\_\_\_ Telephone (include area code): \_\_\_\_\_

8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer): \_\_\_\_\_

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank):  
 Publisher (Name and complete mailing address): \_\_\_\_\_  
 Editor (Name and complete mailing address): \_\_\_\_\_  
 Managing Editor (Name and complete mailing address): \_\_\_\_\_

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)

Full Name	Complete Mailing Address

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box  None

Full Name	Complete Mailing Address

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
 Has Not Changed During Preceding 12 Months  
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

PS Form 3526, July 2014 (Page 1 of 4 (see instructions page 4)) PSN 7530-01-000-9001 PRIVACY NOTICE: See our privacy policy on [www.usps.com](#)

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# Our job: serve public, take no prisoners, not play politics

By Ken Paulson

The newspaper business didn't get off to a good start in America

Public Occurrences Both Foreign and Domestick, the first real newspaper in America, was supposed to be a weekly, but it lasted exactly one issue. It was shut down by the colonial government, in part because it published speculation about the king of France having intimate relations with his daughter-in-law. I assume this came from confidential sources.

I share this ancient account because at a time when many are writing the obituary of America's newspapers, it's helpful to remember that things have rarely been rosy for those who challenge the powerful, publish the truth and look out for the American people.

Despite a newly adopted First Amendment, President John Adams used the Alien and Sedition Act to target critics of his administration, including newspaper editors. By the end of his term, America had come to its senses, deciding that Freedom of the Press was real.

Those fighting for equality for women and the end of slavery courageously and at considerable risk published newspapers to make the case for change.

Throughout our nation's history, newspapers have made it their business to hold the



Ken Paulson

powerful accountable. Newspapers haven't always made a lot of money, but they've always made a difference.

It's important to acknowledge newspapers' past, but also to express concern about their future.

Digital technology has upended countless industries, including popular music (remember CDs?), travel agencies, and greeting cards.

There's a new generation with no appetite for news-print and who have a general sense that news should be free. Although newspapers have moved to build a business around online news – a little slowly for a societal shift that began in 1993 – they were never able to charge ad rates comparable to what they earned in print. That, in turn, has led to a reduction in profits and a corresponding reduction in reporting resources. It's not a pretty picture.

That said, too many view this as a business story about an industry struggling with change and technology. That's shortsighted. If newspapers aren't around – in print or online – tax dollars will be wasted, government corruption will be widespread and our collective quality of life will suffer.

• A world without newspapers would mean no one sitting in that press chair at city council meetings, monitoring how taxpayers'

dollars are spent.

• It would mean voters without any information upon which to base a vote, relying only on the social media and advertising onslaught of partisans and politicians.

• A world without newspapers means we would know virtually nothing about the communities in which we live. With all due respect to news broadcasters, they would be

the first to tell you that newspaper content is critical to deciding what to cover.

• The biggest loss, though, would be the disappearance of an honest broker, writing about the issues that matter most and giving citizens a real understanding of how their community is

faring. I emphasize "honest."

I've written for newspapers as small as the Elmhurst (Ill.) Press and as large as USA TODAY, but the culture was always the same. Our job was to serve the public, take no prisoners and never play politics.

Critics of the press will never believe this, but I've spent 25 years in America's newsrooms and never heard anyone dare suggest that a story take a certain slant to score political gains. That would lead to dismissal.

The truth is that newspapers need our support today more than ever.

The first generation of Americans demanded a free press because they wanted a check on government and protection for the Bill of Rights. That's a big job, but newspapers have been doing it for the past 228 years.

I believe that most of America's local dailies and weeklies will continue to serve their communities for years to come, but we can't take that for granted.

All of us need to think about the high stakes facing a society without members of a free press maintaining a check on the powerful.

Read. Subscribe. Buy ads. And if you're not inclined to do any of those things, go ahead and write a check to your local paper anyway.

Think of it as an insurance policy on the kind of country we want – and need – America to be.

*Ken Paulson is the director of the Free Speech Center at Middle Tennessee State University and the founder of the 1 for All campaign for the First Amendment.*

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**If newspapers aren't around – in print or online – tax dollars will be wasted, government corruption will be widespread and our collective quality of life will suffer.**

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## Montgomery

Continued from Page 1

and a fellow of the Royal Society for the Encouragement of Arts, Manufacturers and Commerce (RSA).

This year's morning session on digital disruption will showcase success stories and delve into the challenges and opportunities for local newspapers in the digital age. The session will also highlight findings from published and unpublished research, produced for the Tow Center for Digital Journalism at Columbia University and the Agora Journalism Center in Portland.

The afternoon session will focus on how the local media landscape is changing and explore consumer habits and attitudes as well as the bigger questions being explored in policy, research and funding circles. This session will provide a digest

of the key research in addition to developments during the past year.

The Montgomery Symposium is an annual event sponsored by the Kansas Press Association and the University of Kansas William Allen White School of Journalism and Mass Communications.

There will also be a special grant opportunity for KPA members announced at the symposium.

Cost is \$60 and includes lunch.

To sign up, [click here](#).

### Schedule for Friday, Oct. 11

10 a.m. — Registration

10:30 a.m. - Noon — How Are Small Market Newspapers Responding to Digital Disruption?

Noon - 12:30 p.m. - Lunch

12:30 p.m. - 2 p.m. — What Do We Know?

2 p.m. - 3 p.m. — Special funding announcement and brainstorming.

3 p.m. — Session concludes.

# Slimp

Continued from Page 2

On the foundation's "dime," dozens of millennials from throughout North Dakota will descend on Bismarck, spend an evening together, then spend the following day in focus groups, which I will lead, all in an effort to learn what we can do to better meet the needs and interests of persons in this age group.

On Dec. 6, I will be in Fort Worth at the invitation of the Texas Center for Community Journalism, to meet with publishers to discuss digital journalism.

There is no ulterior motive. No one has anything to sell. The goal is simply to spend a day together studying what is working, what isn't working, what should be left behind and what community newspapers should be considering as we face the short- and long-term future.

I've noted with great interest the work Al Cross is doing at the University of Kentucky Institute for Rural Journalism and Community Issues. The work being done by the Institute to deal with the issues of newspaper ownership and creation of new community newspapers could bear significant fruit.

A successful young business owner

stopped by to see me at my office last night around 10.. Yes, it was a late day for both of us.

He is the owner of a successful company with several offices around the world. His company is a leader in its industry and I've been quite impressed as I've watched this group of young executives dominate their market so quickly.

What the young owner said to me took me by surprise.

"You know," he began, "you've got what we all want."

I wasn't quite sure where he was going, so I asked.

He continued, "We have grown like crazy, we have employees around the world, and we're making a lot of money."

I was still lost. It sounded to me like he had what most people want already.

That's when he landed the punch.

"You do important work," he told me, "and you love what you do." After a pause, he continued, "I would trade with you in a heartbeat."

I could have shared some of the difficulties of my work with him, but instead let his words sink in.

"Well," I told him, "I'd trade my age for yours, so how about we trade jobs and I get to be 28 and you be my age?"

We both laughed.

Let me leave you with this thought: We do important work ... vital work. Don't let anyone fool you or lead you to think we don't.

I'm busier than I've ever been. I often work 12 and 14 hour days. It's 1 a.m. as I write this column. I don't do it because I'm getting rich. Trust me, I'm not. I do what I do

because our work is so important, so vital.

As fall comes to an end, I'll share with you some of what we learn about millennials, the digital future and anything else I learn in my travels that might be helpful.

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

**The goal is simply to spend a day together studying what is working, what isn't working, what should be left behind and what community newspapers should be considering as we face the short- and long-term future.**

# Leadership

Continued from Page 8

child care and government transparency.

"Our surveys don't give a comprehensive overview about what candidates think about multiple issues affecting their communities," Green said, "but since The Journal is a magazine published by a leadership education center, we decided to ask questions that would identify leadership attributes that might be useful in public office."

Does the candidate have a clear purpose for wanting to serve? Do they understand both adaptive and technical aspects of the challenge they'd like to work on? Do they express a willingness to both take the initiative and engage others in the process? Are their plans specific enough to be actionable but open-ended enough to keep them from getting boxed in? Those are questions that readers are going to have to answer for themselves.

After distributing the survey by email and letter (follow-up phone calls were made to as many candidates as possible), The Journal received responses from more than 150 candidates in at least 49 elections across the state. The magazine staff decided rather than print all the responses, they would make them available on The Journal's website, [klcjournal.com](http://klcjournal.com).

If Journal readers or others know of additional resources from other reputable sources that provide even more comprehensive information about local races, please send them to Green at [cgreen@kansasleadershipcenter.org](mailto:cgreen@kansasleadershipcenter.org) and he'll link to them (with credit).

Also, KLC will post any additional responses to [klcjournal.com](http://klcjournal.com).

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## 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

### 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.

Steve Haynes at steve.haynes@nwkansas.com EOE/M/F/D/V (1-4)

### 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.

### MANAGEMENT

**PUBLISHER** — Publisher needed for twice-weekly newspaper in Alliance, Nebraska. Family-owned for generations, affiliated with the Seaton group. Beautiful Sand Hills setting. Debt-free operation. Pay commensurate with experience, with an opportunity for ownership. Contact Ned Seaton, nseaton@themercury.com. (7-2)

**ASSISTANT MANAGING EDITOR** — A full-time assistant editor is needed at The Chanute Tribune and Parsons Sun. The ideal candidate should have extensive knowledge of and experience in InDesign and Photoshop, have a demonstrable talent for covering local community news and uncovering special feature stories, and the ability and desire to be a team player and self-starter. Our two newspapers are independently owned and will stay that way. We are located in Southeast Kansas, two hours or less from KC, Tulsa, Wichita and Joplin. We offer health, dental and life insurance, as well as generous paid time off. Salary is commensurate with experience, and there is room to grow from this position. Send resume with references and story/photo examples to Shanna L. Guiot, Publisher, PO Box 559, Chanute, KS 66720 or email to shanna@chanute.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.

## MARKETPLACE/CONT. FROM PAGE 6

### 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 Hanover, Kansas. Owner died unexpectedly after 50 years of editing/publishing the paper. Official City Newspaper. Steady subscription. Call (785) 337-2242 for more information. (4-11)

**Rawlins County Square Deal** weekly newspaper in northwest Kansas. Official city, county and school publication. Only 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 for more information. (7-5)

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. (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 counter. Price reduced to \$25,000. Call 620-626-0840 or email earl@hpleader.com

### KPA STAFF

#### Emily Bradbury

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

#### Judy Beach

Bookkeeper  
jbeach@kspress.com

#### Amber Jackson

Advertising Director  
ajackson@kspress.com

#### Lori Jackson

Administrative Assistant/Advertising  
ljackson@kspress.com

#### Emma Platt

Office Intern  
eplatt@kspress.com

### KPA CONSULTANTS

#### Doug Anstaett

Consultant, Lobbyist  
danstaett@kspress.com  
(785) 249-1108

#### Max Kautsch

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

#### Mike Kautsch

Media Law, KU School of Law  
mkautsch@ku.edu

### FRIENDS OF KPA

#### Ron Keefover

Retired, Kansas Court System  
President

Kansas Sunshine Coalition  
for Open Government  
ronkeefover@gmail.com  
(for questions on cameras in the courtroom and KORA-KOMA as it relates to the court system)



## THIS MONTH'S QUESTION

**Q.** What is the status of the Kansas Press Association building sale?

**A.** We are sad to report that the building sale fell through due to no fault of the KPA. It is back on the market for sale or lease. We had been negotiating for several weeks with a Topeka-area group, but in the end, their board voted not to move forward.

If you know of someone looking for high-quality space in the Topeka area, please let us now.

# Tell your readers exactly why you do what you do

**T**ell your story. Your readers don't know what they don't know.

One of the best parts of my job is to promote Kansas newspapers to stakeholder groups. All you have to do is wear your "Journalism Matters"



**Emily Bradbury**

T-shirt around town and you will, most likely, be engaged in a conversation.

Some of the conversations are positive, while others are quite critical.

Either way, it always provides a great day of conversation that allows me to engage

Kansans about one of my favorite things – Kansas newspapers.

During some of the more, shall I say, "critical" conversations about the newspaper business, it is quite interesting to see the response to the most recent research about what happens when a local newspaper disappears.

I loudly and proudly repeat the research.

"When newspapers shrink, fewer people run for mayor (Rubado & Jennings, 2019). Sometimes I don't like the choices we have now. Can you imagine if we had no choice?"

This usually elicits a knowing nod from my audience but I always end with the one that usually silences most critics,

"Did you know that costs for local municipal bonds rise as much as 11 basis points after a local news disruption (Gao et al., 2018)?" Mic drop.

The local watchdog role of newspapers cannot be overestimated – especially when it comes to our pocketbooks, and that is something everyone can get behind. OK, maybe not some local elected officials, but you get my point.

Listen, it is part of my job to know these things, but your readers don't. As they say – they don't know what they

don't know. It is your job to tell them. I know it can be tough to toot your own horn, but now is the time. We even have an excuse to do it – a whole week in

October is dedicated to our industry. Let's use our week wisely.

National Newspaper Week is Oct. 6-12. This year's materials are centered around the "Think First" Campaign – Know Your 5 Freedoms". There are numerous columns, editorials

and cartoons for your use. Tell your story.

Inform your readers on how and why do you do what you do and what would happen if we didn't have the Fourth Estate.

It's not good – no matter what side of the aisle you sit on.

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

## Leadership Center to provide election info in Kansas

The Kansas Leadership Center has surveyed a number of local candidates for public office across the state and wants to share the information not only with readers of its magazine but with others in Kansas, including the state's newspapers.

In turn, KLC will link to newspaper coverage of municipal, school board and other local races to give voters even more access to such information.

Chris Green, editor of *The Journal*, the center's magazine, said: "If you want to know what a candidate will truly do in office, you can't just ask them what they think or what their positions are. You have to ask them what they'll do.

"As I wrote last year in the context of

### Here's how to access KLC election survey information

To see which candidates are included in the Kansas Leadership Center's election surveys, [click here.](#)

the Kansas governor's race, candidates for elective office tend to do, or at least try to do, what they promise voters during a campaign," Green said.

To help KLC's readers and others in making their voting choices in the Nov. 5 general election, the center sent out a survey to more than 250 candidates in communities where the magazine's readership is highest.

"We tried to keep our questions brief and to the point, because candidates told us that they are often bombarded by lengthy surveys during their campaigns," Green said.

The *Journal* settled on just three major questions to ask every candidate:

- Provide a brief introduction and a description of why you are running for office.
- Outline your one key priority and explain the choice.
- Finally, how would you go about working to address the key priority.

For a handful of communities, Green decided to ask a few more questions about key local issues such as affordable housing,

**See LEADERSHIP on Page 5**

## Blinder company buys Editor & Publisher magazine



**Mike Blinder**

**E**ditor & Publisher, a 118-year-old journalism magazine that nearly went out of business in the wake of the Great Recession, has been sold to a new company headed by media consultant Michael Blinder.

Blinder, head of Blinder Group since 1999, pledged to continue publishing a monthly print edition of the mag in addition to the daily newsletter, a website and E&P's annual newspaper awards show,

known as The EPPY awards.

Blinder also said he wants to expand E&P beyond its roots as the bible of the newspaper industry.

"We will not stop publishing a print edition, but I am going to expand it," he said. "We're not just a magazine for the newspaper industry. We want to be a magazine for all news publishers, from specialty magazines and digital publications to blogs."

Blinder — whose new company, The Curated Experiences Group, is the new owner of E&P — said he is on the prowl for other acquisitions in the media niche.

"There will be announcements in the coming months," he said, but declined to disclose any targeted publications.

Terms of the deal were not disclosed, but Blinder said E&P was "barely" profitable at the time of sale.