

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

SEPT. 23, 2020

INSIDE TODAY

PAGE 2

Kevin Slimp's latest newspaper industry survey shows most of us are in the same boat.

PAGE 3

John Foust says catalogue copywriters are the best at getting to the benefits of products. They should be emulated.

PAGE 4

Joey Young says journalists should have a plan for dealing with violence.

PAGE 4

Remember, Oct. 1 is deadline for submitting your Annual Publisher's Statement to your local postmaster. In addition, you must public that information in your newspaper in October as well.

PAGES 6-7

Find a job or a newspaper for sale.

PAGE 8

Emily Bradbury explains how a new donation program for readers could help newspapers in Kansas.



NNW: a time to set the record straight

The newspaper industry has been under attack before, but in recent years the criticism of what we do has gone beyond venomous.

We've all heard the absolutely baseless charges: fake news, enemy of the people.

National Newspaper Week, Oct. 4 to 10, is the one time each year that our industry can "fight back."

It's our special week to remind our readers what we do, how we do it and why we do it.

At nationalnewspaperweek.com, you can find editorial cartoons, columns and other information prepared just for your use during this special week.

But we must do more than that. Each of us must tell our own story, why we are important to our communities and why the

support of readers and advertisers is critical to our success.

We know how hard we work to get things right. We know how cooperative — or not — our public officials are in helping us get the public records that we seek.

So, don't miss this opportunity in October to tell "your" side of the newspaper story.

Be your own best advocate. No one else will do it for you.

KPA CALENDAR

OCT. 1

Annual Publisher's Statement due at USPS office.

OCT. 4-10

National Newspaper Week.

DEC. 15

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

KPA ready to kick off donation option

A new Kansas Press Association program to allow readers and others to donate directly to support newspapers in Kansas is being kicked off officially during National Newspaper Week in October.

The program will be available to all Kansas Press Association members.

Donations to each participating newspaper will be processed through the Kansas Newspaper Foundation so they qualify as charitable deduc-

tions for tax purposes. The donation platform was created in partnership with Column, the company that drives the public notice platform endorsed by the KPA's Board of Directors.

KNF and Column will each retain 4 percent of the donations as the fee for credit card fees, platform set up and driving the software behind the system.

See **DONATIONS** on Page 3

Survey reveals few surprises; we seem to be in similar boats

It's a fascinating time in the newspaper business, especially from a research perspective. The year 2020 marks my fifth straight year polling newspapers in the U.S. and Canada about the overall health of the industry.

I've just completed crunching the numbers from the most recent survey and will share some of the information here.

Interestingly, the number of papers in the U.S. participating in the survey increased compared to last year, with nearly 600 papers taking part this year, while just about 500 participated last year. At the same time, the number of Canadian papers participating decreased, meaning a lot more U.S. publishers participated in the 2020 survey. The number of participating papers on the West Coast was also low, compared to the rest of the country. In a nutshell, a significantly larger number of papers in all areas of the U.S., other than the West Coast, participated in the 2020 survey.

It will take more than one column to cover everything we've learned, so let me share a couple of the most interesting trends that stand out from the 2020 numbers. I'm going to stick with results from the U.S., since the number of participants from Canada were too few to be statistically significant.

First, it looks like papers in all areas of the U.S. are in similar boats. Regardless of size, ownership or other factors, papers in all areas recorded incredibly similar numbers by region.

While the Great Plains and Rocky Mountain States reported the fewest pa-

pers in "poor health" (11 percent each), the highest percentage in any region was just six points higher (Southeast: 17 percent). Very few papers in any region reported papers in "near death" health. The Southwest U.S. recorded the highest percentage of "near death" papers at 2 percent.



Kevin Slimp

Overall 7.5 percent of U.S. papers report being "very healthy," compared to 8.5 percent one year ago. In 2020, 30 percent report being "relatively healthy," compared to 36 percent one year ago. "Not bad" stayed about the same, with 46 percent of U.S. papers reporting their health is "not bad" in 2020, compared to 44 percent who gave the same answer in 2019. In 2019, 10 percent of respondents noted their papers were in poor health, with 14 percent answering that way this year. "Near death" stayed the same at 1 percent.

Add all those numbers together and we find that the industry seems to be a little less healthy in 2020, but not by much. Frankly, with the COVID-19 pandemic at its height while many papers were completing their surveys, I was surprised the numbers weren't more foreboding.

Each year, I'm fascinated by the numbers relating to newspaper ownership. It feels like I'm always hearing that the newspaper business is being swallowed up by venture capital groups. And while there may be some truth to that among papers owned by national newspaper groups, that just doesn't seem to be the case among most newspapers.

Overall, 60 percent of newspapers re-

See SLIMP on Page 5

2020-2021 KPA BOARD

Joey Young
President

The Clarion, Newton Now
joey@kspublishingventures.com

Robin Clasen Wunderlich

First Vice President
Eureka Herald
news@eurekaheald.com

Tomari Quinn

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

David Allen Seaton

Treasurer
Cowley CourierTraveler
daseaton@ctnewsline.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

KPA NETWORK WINNERS FOR AUGUST

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in August 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, four ads sold for a profit of \$1,760.

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

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

Have you read any good catalogues lately?

Over the years, I've heard ad professionals talk about the outstanding copywriting that can be found in catalogues. Of course, there are other approaches to advertising creativity, but catalogues excel when it comes to descriptions of product features and benefits.

Some of the best examples can be found in L.L. Bean catalogues. Let's take a look at a two-page spread featuring their famous snow boots. Even if you live in an area which doesn't have snowy winters, it's easy to appreciate this well-crafted concept.

A color photograph occupies the entire left page and half of the right page. The close-up photo shows the boots being worn in the snow. The tops of the boots are just below the cuffed jeans, demonstrating the ankle height of one of the styles. Although there is snow on the boots, it is clearly not soaking through. The headline reads, "Bean Boots for the Snow."

The sub-headline reads, "Presenting our limited-edition waterproof Bean Boots, with 400 grams of toasty PrimaLoft insulation and a breathable Gore-Tex lining to keep your feet dry and comfortable in extreme wet weather." The PrimaLoft and Gore-Tex



John Foust

logos appear at the bottom, along with their slogans.

The main copy to the right of the photo states, "For men and women ... handcrafted in Maine since 1912, one pair at a time. Premium full-grain leather sheds snow and rain. Supportive steel shank enhances stability and comfort. Waterproof rubber boot bottom with chain-tread sole provides traction and durability."

Under that is a section which provides details on sizing for lined and unlined styles. There are six more photos, three of men's boots and three of women's boots.

Each photo is accompanied by a few words of additional information on boot heights, available colors, linings and prices. At the bottom right corner of the page, there is a box which encourages readers to "See more styles and colors at LLBean.com."

What else do you need to know? It's all right there on those two pages: A succinct five-word headline, a photo that shows the product in use, features and benefits in the copy, product details to help you choose the right size and style, and where to go for more information.

This is just one product in the catalogue.

Descriptions like this appear on every page.

In addition, L.L. Bean enhances its marketing efforts with generous discounts, guarantees and delivery policies – all of which are designed to provide consumers with reasons to trust (and buy) their products. Because they don't resort to shallow claims and exaggerations, you won't find words like "unbelievable," "fantastic" or "awesome" in their descriptions. By keeping the focus on relevant features and benefits, they essentially let the products do the selling. And it's no secret that they sell a lot.

Obviously, not all advertisers are planning to publish a catalogue. But many of them can increase sales by using these catalogue techniques.

In other words, if the shoe fits, wear it.

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.

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

Donations

Continued from Page 2

"We're excited about this innovative way to drive donations to each of our member newspapers," said Emily Bradbury, KPA executive director. "We hope it will become one more revenue stream to help underwrite the cost of journalism in Kansas. We believe those who want our industry to survive will indicate that with their support of this new program."

Here's how it will work:

1. Interested members will be required to attend an informational webinar at 11 a.m. Friday. You can access the live webinar here: <https://zoom.us/j/8305136573>
2. Members will sign-up for the program using the online portal.
3. Members will customize information through the portal, which takes about five minutes).
4. Members will be ready to solicit donations through their website, and other marketing activities.

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 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
service@metro-email.com



THIS MONTH'S QUESTION

Q. We always enjoy attending the annual Montgomery Symposium. Will there be one this fall?

A. Yes. We are in the early stages of planning for a virtual Montgomery Family Symposium. We will be hearing from last year's Montgomery Family Innovation Grant Winners and will be opening up applications for another round of funding. You won't want to miss it!

We should be prepared, even if it feels silly

Schools aren't likely to be in the path of a tornado, but Kansas students still practice severe weather drills, just in case.

Nor are they likely to catch fire regularly enough to set off the fire alarms once a quarter, but doesn't everyone feel better that schools do fire drills?

Despite some high-profile tragedies, schools aren't likely to be shot at, but they still go through active shooter drills. Active shooter training for children feels less than ideal, but regardless, school systems do these trainings for kids in the unlikely event something bad happens when they are at school.



Joey Young

Lately, while I feel a bit paranoid for thinking and talking with my wife about it, with anti-journalist rhetoric worse than ever, I suggest every single journalist, editor, photographer and publisher have a plan for if our Grand Master of Ceremonies of 2020 tweets we are all fair game and, as Glenn Beck recently put it, "enemies to mankind."

I no longer feel odd about thinking someone might shoot up our office one day.

I used to tell Adam Strunk, our managing editor of Harvey County Now, that he was being paranoid and that people knew us too well in our communities to ever, for a second, think that we are the "enemy to the people."

My worries are with him now, though. I chatted with my business partner, Bruce Behymer (by the way, congrats on being included in Editor and Publisher's list of old guys. You rock!) about the front of our office being the perfect fish-in-a-barrel situation for any screw-loose individual in Newton to open fire without regard, as our office front is just windows looking out on Main Street.

After all, no one would have thought a guy with a gun would show up to a D.C. pizza parlor after reading social media rumors of pedophile rings in the basement, but this is the world we live in, apparently.

I hope all my anxiety is for not and we get through this election without violence and without anything bad happening. I still believe in what America is supposed to be.

Regardless of what you are reading in this column, I am one of the most optimistic people when it comes to the future outlook on our industry. I would have to be. At 35 years old, I wouldn't have gotten into this industry at 27 if I didn't think it had a bright future. I still do.

I just want to get through the next four months without mass violence, and then I want to see regulations put on social media and cable talking head shows, which have largely been responsible for the rise in

tensions.

I recommend everyone watch "A Social Dilemma" on Netflix, as—without saying it—it's a giant commercial for the newspaper industry and getting news from a solid source.

Behymer and I enjoyed it so much, we plan on promoting it with house ads.

But ... if the worst of humanity is to be seen in the next few months, I highly recommend you have a plan.

I am not going to pretend to know what that plan should be for everyone.

I am not a gun person and am not going to be. I

am married to an Anabaptist pacifist and despite growing up German Catholic, I kinda like their way of thinking, so aggression from us is very unlikely.

Not everyone is me, though, and not everyone should have the same plan.

The point of this column is to have one.

Don't just assume things will be OK, as that strategy has failed multiple times thus far in this interesting world we currently live in.

Live long and prosper, Kansas journalists.

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

Annual Publisher's Statement due at local post office by Oct. 1

The publisher of each newspaper sent with a Periodicals Class Mail permit must file Form 3526, the Statement of Ownership, 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 for Periodicals mailing privileges.

Newspapers with electronic subscriptions to claim also will 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.

In addition, please send

a copy of the statement to ebradbury@kspress.com.

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



Slimp

Continued from Page 2

port being independent and locally owned. That's not much of a change from surveys going back to 2015. Small groups of one to five newspapers make up 12 percent of respondents, while mid-size groups (six to ten papers) make up 18 percent. Large regional groups account for 2 percent of papers in the survey, while national groups control 6 percent of newspapers in the U.S.

How has ownership in newspapers changed over the past two years? Not much. Here's the breakdown:

- 85%: No change.
- 8%: Moved from one family/local owner to another family/local owner.
- 3%: Moved from one group to another group owner.
- 2%: Moved from family/local owner. to group owner.
- 2%: Moved from group owner to family/local owner.

The survey was very detailed, covering several aspects of the business of newspapers in 2020. A few other key findings:

Staffs have gotten smaller since 2018, with 48 percent of U.S. papers reporting having cut the size of their news staff over the past two years, with 34 percent indicating a cut in their sales staffs.

I know it's a chicken/egg type of thing, but still it's interesting that only 6 percent of newspapers who haven't made staff cuts indicate being in poor health, compared to 14 percent of newspapers overall who answered that way.

Of papers who have not cut staff, 51 percent report being in as good as, or better, health than two years ago. Compared to papers who reduced staff size (25 percent reported being in as good or better health than two years ago), these papers were significantly healthier.

There's a definite correlation between staff retention and overall health.

From a personal perspective, there's a definite "uptick" in the air in the newspaper business lately.

I'm noticing a lot more newspapers, groups and associations calling to arrange consulting and training.

From where I sit, it seems like newspapers are ready to begin growing again.

Kevin Slimp is a speaker and trainer in the newspaper industry. He can be reached at kevin@kevinslimp.com.

Updated ad law guide available

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

The new streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#) and includes a number of links to more information.

It feels like I'm always hearing that the newspaper business is being swallowed up by venture capital groups ... that just doesn't seem to be the case among most newspapers.



NEWSPAPERS HAVE YOUR BACK.

We are grateful for those who have our back in this important time. The list is long, but we want to thank our first responders and front-line workers.

Especially in critical times, newspapers have your back.

COVID-19 is a national story that is impacting you at home and at work. Your local newspaper is keeping you informed with current events in your neighborhood and is bringing communities together in these challenging times.

From the actions your local government is taking, to lists of local stores that are delivering and tips on what to do while you're at home, your local newspaper is committed to bringing you the news you need, when you need it.

WE ARE IN THIS TOGETHER

**Support your local newspaper.
Subscribe in print or online.**

America's  Newspapers

NEWSPAPERS.ORG

America's Newspapers is a national association supporting journalism and healthy newspapers in our local communities. Find out more at www.newspapers.org or follow us on Twitter @newspapersorg or on Facebook @americasnewspapers.



**Kansas Press
Association**

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.

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.

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.

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. 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.

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.

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 KU sports.com, which provides complete cover 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 re-

sume to Managing Editor Kim Callahan at 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 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

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, KU sports.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.

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

MARKETPLACE/CONT. FROM PAGE 6

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.

NEWSPAPERS FOR SALE

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

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)

In case you missed out, here are links to convention presentations

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.](#)

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
Director, Kansas Institute
for Governmental Transparency
mike.kautsch@lexluminallc.com

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)

We've prepared donation tool for members

It's OK to ask for help. Really. I turned 43 on Sept. 15. Every birthday requires a type of reflection and this year was no different. But 2020 requires a whole different reflection.



Emily Bradbury What can I say about 2020? A year of pivot and disruption (among other things). I know I am not alone when I say it has been nonstop since March with no signs of stopping.

This year has been overwhelming and – while I hate to admit it – I loathe asking for help. I'm not proud of it nor am I proud that I, at times, have perfected the martyr complex, Someone who won't ask for help and then makes everyone somewhat miserable by telling people how stressed they are must be a treat in these moments.

A good friend once told me that not allowing people to help is selfish because helping others is at the core of who we are as human beings. (Side note: this belief

has been tested lately by the actions of a few but I still believe this to be true.)

By now you have read about the Kansas Community Journalism Project. For the last several years different industry groups have been discussing the donation revenue model as it applies to the traditional newspaper business model – the pros and cons, potential ethical issues, etc. Let's face it – public radio has done it for decades and done it well. We can learn a lot from them.

So in partnership with Column and the Kansas Newspaper Foundation, we have a free, customizable platform that will allow you to partner with your community to support local community journalism while making those contributions tax-deductible. (See Page 1 and 3 for details).

We have done all of the hard work for you. Setup takes less than 15 minutes;

the platform is free and comes with customizable advertising. What do you have to lose?

I know asking for help from your community is hard but people cannot help if they don't know there is a need. It is so easy to get distracted by the anti-media sentiment and think everyone wants us to fail.

I know asking for help from your community is hard, but people cannot help if they don't know there is a need. It is so easy to get distracted by the anti-media sentiment and think everyone wants us to fail. It's simply not true.

It's simply not true. Your communities appreciate what you do and want to show support. Why not let them and avoid a martyr complex of your own?

In the end, you have nothing to lose by participating in the Kansas Community Journalism Project and everything to gain. Join us – you are worthy of support ... let us help.

Emily Bradbury is executive director of the Kansas Press Association.

NEWS BRIEFS

Congress now considering journalism preservation act

Google and Facebook take 90 percent of all digital advertising revenue growth – revenue that news publishers need to invest in continuing to deliver the news.

The Journalism Competition & Preservation Act will help change that by allowing a safe harbor for news publishers to collectively negotiate with the tech platforms for better business terms.

Before Congress goes out on recess in early October, tell your readers to contact their member of Congress and tell them to support the Journalism Competition & Preservation Act now.

In addition, download and run the print and digital ads from Sept. 21 to Oct. 2. Get the ads by [clicking here](#).

You can get PDF and EPS files of the full-color print ad (full- and quarter-page) and the JPEGs for the digital cube and banner ads.

The ads direct readers to the Voter Voice page, where you can send an email to your member of Congress encouraging them to support the bill.

House passes legislation honoring fallen journalists

The U.S. House of Representatives has passed bipartisan legislation authorizing the Fallen Journalists Memorial Foundation to establish a national memorial that honors the many reporters, editors, photographers and broadcasters who have lost their lives reporting the news.

“Washington has many monuments honoring those who have sacrificed their lives to protect our freedoms — yet, there is no memorial on public land to recognize the journalists who have made the same sacrifice,” said FJM Foundation President Barbara Cochran. “Such a memorial will demonstrate to citizens and visitors from around the world that our country values a free press, honors the sacrifices of journalists, and supports the families, friends and colleagues of the fallen.”

The measure also prohibits the use of federal funds. It requires the FJM Foundation, which operates under the auspices of the National Press Club Journalism Institute, to follow a particular process to ensure that the memorial is appropriately designed,

constructed and located, and that sufficient private funds are provided to the National Park Service to maintain the memorial.

Public agrees news media under attack politically

Americans widely agree the news media is under attack politically, with four in five Americans (80%) supporting this statement.

The Gallup/Knight Foundation study, American Views 2020: Trust Media and Democracy showed, however, they disagree by party on whether those attacks are justified.

The survey of more than 20,000 Americans — the latest in the Gallup/Knight research series — finds solid majorities of people of all political leanings say the news media is under attack, including 86% of Democrats, 74% of Republicans and 77% of independents.

Forty-four percent of Americans — including 70% of Democrats — say the media is under attack, and those attacks are not justified; 41% of independents and just 13% of Republicans hold this view.

For more on the survey, [click here](#).