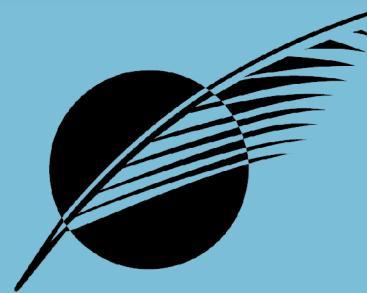


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

OCT. 17, 2018

INSIDE TODAY

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KPA's profiles of all five candidates for governor are available to members now, free of charge.

PAGE 2

Get those KPA data forms filled out and sent in to the office. They are how we figure dues and fulfill requests for press cards.

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John Foust says it's better to "show" than "tell" when you're selling a client on advertising.

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Emily Bradbury discusses the staff's upcoming listening tour.

KPA CALENDAR

OCT. 25-26

Western Kansas listening tour by KPA staff.

NOV. 5

Deadline for entries in the annual Awards of Excellence competition.

NOV. 16

Montgomery Symposium, University of Kansas.

DEC. 15

The 227th anniversary of the ratification of the U.S. Bill of Rights.

AOE deadline just three weeks away

The deadline is fast approaching for entries in the Kansas Press Association's Awards of Excellence contest for 2018.

Entries will be accepted that were published between Nov. 1, 2017 and Oct. 31, 2018. Deadline for uploading is Nov. 5, 2018.

[Click here to download](#) the 2018 Call for Entries with instructions for uploading your newspaper's best work.

"This is a chance for newspaper editors, advertising directors and publishers to recognize the outstanding work of their staff members during the past year," said Emily Bradbury, KPA executive director.

Because of the rising interest in video, KPA has added a new digital project category this year for a single, stand-alone, cohesive, staff-produced digital project.

Emphasis in the new category will be on the use of engaging digital content including storytelling and multimedia features.

Winners in the AOE contest will be recognized during the KPA annual convention Feb. 9 in Topeka.



During National Newspaper Week, Kansas Press Association staff members delivered doughnuts to newspapers in the Topeka area. Here, advertising

assistant Lori Jackson and bookkeeper Judy Beach are shown with Steve Wade, publisher of The Topeka Capital-Journal.

Social media ranks high; readers skeptical

About two-thirds of American adults (68 percent) say they at least occasionally get news on social media, about the same share as at this time in 2017, according to a new Pew Research Center survey.

Many of these consumers, however, are skeptical of the information they see there: A

majority (57 percent) say they expect the news they see on social media to be largely inaccurate. Still, most social media news consumers say getting news this way has made little difference in their understanding of current events, and more say it has helped than confused them (36 percent compared with 15 percent).

Republicans are more negative about the news they see on social media than Democrats. Among Republican social media news consumers, 72 percent say they expect the news they see there to be inaccurate, compared with 46 percent of Democrats and 52 percent of independents.

See SOCIAL on Page 5



Caldwell



Kelly



Kloos



Kobach



Orman

Gubernatorial profiles ready for KPA member publication

Five profiles on the candidates for Kansas governor are ready for your use.

The profiles on Laura Kelly, Kris Kobach and Greg Orman were written by award-winning reporter Roy Wenzl, formerly of the Wichita Eagle.

Profiles on Rick Kloos and Jeff Caldwell were compiled by the Kansas Press Association staff from questionnaires submitted to the candidates.

The profiles were written for our KPA member newspapers who don't have the time or resources to create such content.

They are free for your use and the decision to publish, as always, is up to each newspaper's editor.

"I think your readers would much appreciate seeing this information in their local newspaper," said Doug Anstaett, KPA consultant and lobbyist and coordinator of the effort. "It will add value to your product for the next few weeks before the election."

Pictures of all five candidates are included with the stories. They were provided by the campaign offices. You can [access the stories and pictures here](#).

KPA staff to conduct listening tour

The Kansas Press Association staff will embark on a western Kansas trip next week to gather information about how the association can better serve its members.

Executive Director Emily Bradbury, Advertising Director Amber Jackson, Advertising Administrative Assistant Lori Jackson and KPA Bookkeeper Judy Beach will make the trip on Oct. 25 and 26.

"With all the changes in the past few years in our industry, we want to lend a listening ear to the concerns of our members," Bradbury said. "This will give us an opportunity to hear from staff members from big and small newspapers as we chart the future of the association."

If your newspaper would like to be included, [please sign up here](#).

Please fill out the KPA data form

Please take a few minutes this week to complete and return the Kansas Press Association data forms.

These forms are used by the staff to calculate dues and to fulfill requests for press cards and other information available from KPA.

Please email Emily Bradbury at ebradbury@kspress.com if you need a replacement copy. Thanks for your assistance.

THIS MONTH'S QUESTION

Q. How is the sale of the KPA building progressing? Are there any prospects right now?

A. Nothing new to report this month. The market in Topeka, we understand, is soft right now, so as we've said before, we're not under any pressure to vacate the building or even sell it. We just don't need this much space.

We'll keep you up to date if anything changes.

2018-19 KPA BOARD

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'Showing' beats 'telling' in every instance

On a visit to my eye doctor for a check-up, I noticed a poster on the wall in the examination room. It featured a series of photographs of the same scene. The first photo depicted the scene through "normal" vision, and the other photos showed how that scene would be viewed by people with various eye conditions like glaucoma, macular degeneration and cataracts.

It was a powerful exhibit. In one simple poster – with a series of pictures and only a few words – a patient could get a clear idea of the effects of certain conditions.

If we think beyond the subject matter of the poster, we'll find some important lessons about communication. In the sales profession, "showing" beats "telling" every time. Here are some key points:

1. Use strong visual images. There is a famous Chinese proverb that states, "One time seeing is worth a thousand times hearing." Newspapers have a real advantage here. Newspaper ads – in print and digital formats – are visual.

If you're going to show something, make it worth seeing. Kirk, a long-time



John Foust

salesperson, once told me, "I never go into a client meeting without some kind of exhibit. It might be a copy of their most recent ad. It might be a chart illustrating readership figures. Or it might be a selection of stock photos that could be used in the next campaign. Sometimes I just use a felt-tip marker to make a back-of-the-napkin type diagram on a legal pad."

2. When possible, use comparisons.

When I saw the eye poster, it was easy to compare my eyesight to the photos. I immediately understood the differences.

There are plenty of possible comparisons in a sales presentation. You can compare typography samples to demonstrate how one font is more readable than another. You can compare a cluttered layout to a clean layout. And you can compare headline samples.

3. Keep it simple. It's important to make it easy for prospects to reach their own conclusions. The purpose of a visual exhibit is to clarify a sales point.

"I'm careful about what I show to people in meetings," Kirk said. "Using too many examples can create brain freeze. It's

a lot easier for them to understand the differences between Choice A and Choice B than to understand the differences between Choices A through D or E.

You can compare typography samples for readability. You can compare a cluttered layout to a clean layout. And you can compare headline samples.

couldn't decide, so he called several other people into the room. No one could agree on anything and the meeting hit a stalemate. I ended up going back to the drawing board to create two different choices. A week or so later, I presented those two options, and they quickly made a decision."

The bottom line: When it comes to persuasive communication, think of ways to show what you're saying.

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

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Nominations accepted for Reed, Gaston, Newspaper Hall of Fame

The Kansas Press Association is seeking nominations for induction into the Kansas Newspaper Hall of Fame and for the Clyde M. Reed Jr. Master Editor Award and the Gaston Outstanding Mentor Award.

To qualify for the Hall of Fame, nominees must have served at least 25 years in Kansas as an educator, journalist, newspaper publisher or newspaper executive. The nominee may be actively involved, retired or deceased.

There are currently 133 members of the Hall. Last year's inductees were Rudy Taylor of Taylor Newspapers, Craig McNeal of the Council Grove Republican and Tom Throne, formerly of the McPherson Sentinel and Junction City Daily Union.

Qualifications for the Reed Award include outstanding leadership as an editor over one's career.

Last year's Reed Award recipient was

Ann Gardner of the Lawrence Journal-World.

Qualifications for the Gaston Award include being seen by those who worked with you as a mentor and teacher.

Last year's winners were Joe and Rita Relph of the Wilson County Citizen.

Nominations are due by Dec. 1, 2018.

To start the process, send a letter of nomination to KPA Executive Director Emily Bradbury at ebadbury@kspress.com.

Judging of the Hall of Fame nominations is done by KPA past presidents. The other awards are judged by the KPA staff.

"We encourage members to nominate those who have done exemplary work over the years, both for the Kansas newspaper industry and for journalism profession," said Emily Bradbury, KPA executive director. "These career recognitions are the highlight of our Friday night banquet at convention each year."

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Unread newspaper in mailbox proved we still matter

This is a true story, and it proves the value of newspapers ... even when they go uncollected in a local mailbox.

In 2010, Michael Estes, who is a postal carrier in my hometown of Caney, was delivering the day's mail, which included issues of the Montgomery County Chronicle.

Caney is Michael's hometown, too. By walking the postal beat each day for more than 30 years, Michael knows every detail about local residents — including the names of their dogs, the names of their kids and grandkids, flowers that grow along the sidewalks, and the style of cars that are found in their driveways.

So it came as a slight surprise one Friday when one of the postal customers, an elderly widow named Alpha Ross, didn't come to her front door when Estes made his daily trek up the sidewalk and onto her front porch.

Most of the time, Alpha often beat Michael to the mailbox, eager to get the day's mail and read the local newspaper.

On this day, Michael simply put the mail in her mailbox, which included that week's issue of the Chronicle sticking out from the mailbox lid ... a guaranteed signal that the day's mail had arrived.

Michael was off work the next day (Saturday) but returned to his deliveries on the following Monday.

Michael thought it strange when he walked up Alpha Ross' sidewalk on the following Monday and noticed that the mail had not been picked up from the



Andy Taylor

previous Friday. Yes, the copy of that Montgomery County Chronicle was still sticking out from the mailbox — and its presence signaled something peculiar in Michael's head.

To not have the Chronicle in Alpha's hands on the actual day of delivery seemed out of place ... and certainly out of the norm, he said. Could something be wrong with the lonely widow inside that house?

Knowing Caney like his own toothbrush, Michael made a phone call to one of Alpha's daughters who lived out of town ... just to alert the daughter that Alpha's mail had not been picked up for several days. Michael just wanted to make sure that Alpha was OK.

When Michael made a connection with the out-of-town daughter, his hunch rang true.

"I'm glad you are concerned because I called my mom last night, and she did not answer the phone," the daughter told the postal carrier.

Fearing the worst and noticing that the front door was locked, Michael hurriedly phoned the Caney Police Department. The police arrived and knocked down the back door.

Upon entry, the local police found Alpha in her bathtub, clinging to life after five days in pain from a nasty fall that left her immobile.

Over the course of those lonely and frightening five days in her bathtub, the

elderly resident survived by drinking the drops of water that dripped from her bathtub faucet.

Ross made a safe recovery.

The local police were praised for their swiftness in making an entry into the Alpha Ross home.

And postal carrier Michael Estes was regarded as a local hero (even though he humbly rejected the publicity and praise).

However, the events in Caney in 2010 were triggered when Michael Estes noticed that Alpha Ross had not read her weekly issue of the Montgomery County Chronicle.

I tend to think that the Good Lord above was using that Chronicle issue as a type of SOS signal.

It worked.

This story proves that even the mere sight of a local newspaper has a way of making lifesaving connections in our hometowns.

This story proves that even the mere sight of a local newspaper has a way of making lifesaving connections in our hometowns.

Just imagine if Alpha Ross had not subscribed to the Montgomery County Chronicle ...

Just imagine if Alpha Ross had not subscribed to the Montgomery County Chronicle ... and that local postal worker had exhibited an uncaring attitude in his daily walk.

Well, this story's ending would be much different.

Chalk up a victory for your local newspaper. In this very unique way, we still matter.

Andy Taylor is president of the Kansas Press Association for 2018-19 and editor of the Montgomery County Chronicle.

Deaths of journalists should be a concern to everyone

By Megan Specia, *The New York Times*

ASlovak journalist and his fiancée are shot dead in their home. A gunman storms a Maryland newsroom in a targeted attack on the staff. A writer walks into the Saudi Consulate in Turkey — and never walks out.

It's been a deadly year for journalists, analysts say, even in democratic countries where press freedom has been seen as an essential part of civil society.

"Typically journalists are not murdered in the United States," said Courtney Radsch, the advocacy director for the Committee to Protect Journalists. "Typically they are not murdered in Western Europe. Yet we have seen it this year in both — which were previously considered bastions of press freedom — that journalists are being murdered and that there is a parallel of anti-press rhetoric happening."

So far this year, at least 43 journalists have been killed around the

world as a result of their work, according to the Committee to Protect Journalists. That number is outpacing last year, and does not include 17 other deaths in which the motive has not been confirmed.

"Certainly, in the past several years we have seen record numbers of journalists being killed," Dr. Radsch said.

The organization documented more than 70 deaths in four separate years over the last decade, many of them related to crossfire in war. This year's figures expose a new, worrying trend, she said.

"There is an increase in attacks on journalists and journalism as an institution that is important to democracy and to the foundation of human rights," Dr. Radsch said. "And we see that this is being undermined around the world."

Reporters Without Borders, an international advocacy group, says more journalists have been killed in connection to their work in the first nine months of 2018 than in all of 2017.

Social

Continued from Page 1

And while 42 percent of those Democrats who get news on social media say it has helped their understanding of current events, fewer Republicans (24 percent) say the same. Even among those Americans who say they prefer to get news on social media over other platforms (such as print, TV or radio), a substantial portion (42 percent) express this skepticism.

Asked what they like about the news experience on social media, more Americans mention ease of use than content. "Convenience" is by far the most commonly mentioned benefit, (21 percent), while 8 percent say they most enjoy the interactions with other people. Fewer social media news consumers say they most like the diversity of the sources available (3 percent), or the ability to tailor the content they see (2 percent).

This study is based on a survey conducted July 30-Aug. 12, 2018, among 4,581 U.S. adults who are members of Pew Research Center's nationally representative American Trends Panel.

About two-thirds of U.S. adults (68 percent) get news on social media sites, about

the same as the portion that did so in 2017 (67 percent). One-in-five get news there often.

Facebook is still far and away the site Americans most commonly use for news, with little change since 2017.

About 43 percent of Americans get news on Facebook.

The next most commonly used site for news is YouTube, with 21 percent getting news there, followed by Twitter at 12 percent. Smaller portions of Americans (8 percent or fewer) get news from other social networks like Instagram, LinkedIn or Snapchat.

The prominence of each social media site in the news ecosystem depends on two factors: its overall popularity and the extent to which people see news on the site.

Reddit, Twitter and Facebook stand out as the sites where the highest portion of users are exposed to news – 67 percent of Facebook's users get news there, as do 71 percent of Twitter's users and 73 percent of Reddit users.

However, because Facebook's overall user base is much larger than those of Twitter or Reddit, far more Americans overall get news on Facebook than on the other two sites.

The other sites studied – including YouTube, Tumblr, Instagram, LinkedIn, Snapchat and WhatsApp – have less of a news focus among their user base. Fewer than half of each site's users get news on each platform. Still both YouTube and LinkedIn saw these portions rise over the past year.

Nearly four-in-ten YouTube users say they get news on YouTube, slightly higher than the 32 percent of users who did so last year. And 30 percent of LinkedIn users get news there, up from 23 percent in 2017.

The percentage of U.S. adults who get news on two or more social media sites is 28 percent, little changed from 2017 (26 percent).

Social media sites' news consumers can look vastly different in terms of their demographic makeup. For example, the majority of news consumers on Instagram are nonwhite. Three-quarters of Snapchat's news consumers are ages 18 to 29, more than any other site.

And LinkedIn, Twitter and Reddit's news consumers are more likely to have bachelor's degrees – 61 percent of LinkedIn's news consumers do, as do 46 percent of Reddit's news consumers and 41 percent of Twitter's news consumers.



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When a community works together, nothing is impossible. That's why we strive to connect people with good jobs, create opportunities for all, advance education and promote the responsible use of our technology.

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Kansas Press Association.**



MARKETPLACE

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, [\(nseaton@themercury.com\)](mailto:nseaton@themercury.com). (7-2)

NEWS

REPORTER — You: A talented and capable writer with a curious mind, a passion for telling the stories of the people of Vernon County, an appreciation for rural life, attention to detail and pride in a job well done. You're comfortable behind a camera. You're a self-starter, and a multi-tasker. Layout and design experience a plus. Us: An award-winning daily newspaper with opportunities for the right candidate to stretch your wings as a writer and a journalist. The Job: This is an hourly, entry-level position, and the pay scale reflects this. Hours are mostly afternoons and evenings, with some weekend and occasional morning assignments required. Reporters produce copy daily and take their own photos. Reporters are expected to generate story ideas and to develop an assigned beat; this position reports on health, county schools, county and state politics, feature stories and covers breaking news as needed. Degree preferred. To Apply: Send a cover letter, resume and three writing samples to: Publisher, PO Box 247, Nevada MO 64772. Applicants also may bring materials to the Nevada Daily Mail offices at 131 S. Cedar St., Nevada; or send materials via e-mail to lharter@nevadadailymail.com, with "Reporter" in the subject line. (7-2)

SPORTS EDITOR - The Chanute Tribune is seeking a sports editor, located two hours from Kansas City, Joplin, Tulsa and Wichita. Experience in writing, paginating InDesign and digital photography preferred. Contact stu@chanute.com. (6-19)

MANAGING EDITOR — Kansas Publishing Ventures is looking for a multi-talented journalist to fill the managing editor position at the Hillsboro Free Press. The editor will be just the second editor in the history of the newspaper and will have an opportunity to shape the early history of a newspaper in Marion County. Please contact Publisher Joey Young at: joey@kspublishingventures.com if interested. (6-4)

kspublishingventures.com if interested. (6-4)

SPORTS REPORTER — The McPherson Sentinel is seeking a sports reporter. Experience writing for a professional or student publication preferred. Candidate must be an independent and capable writer with competence in digital photography, videography and social media-driven storytelling. Experience with InDesign is a plus. Please email: mkefield@mcpersonsentinel.com (5-18)

REPORTER — Whether you're a recent college graduate looking to get a start in the business, or a seasoned veteran looking for a new challenge, The Dodge City Daily Globe is looking for a bright, eager and multimedia savvy reporter to join its staff. Ideal candidates will have sharp reporting skills, the desire to go beyond superficial coverage for news and features, the ability to make complex stories relevant for readers, a web-first mentality and experience with multimedia and social media in news coverage. Experience at a daily newspaper a plus, but recent graduates ready to hit the ground running will be considered. Some evening and weekend work is required. The Globe, a daily newspaper in southwest Kansas owned by GateHouse Media, offers a generous salary and benefits package, and is an Equal Opportunity Employer. To apply, send résumé, cover letter and work samples to: Vince Marshall, managing editor, The Dodge City Daily Globe, 705 N. Second Ave., Dodge City, KS 67801. For more information or to express interest in the position, send e-mail to: vmarshall@dodgeglobe.com. (4-10)

WANTED - The Abilene Reflector-Chronicle is seeking a part-time person for the newsroom. Being a small hometown daily newspaper, the first priority is professional news and feature reporting with photography and coverage of local government. Staff is also required to layout and design pages in InDesign. Some weekend and night hours. This is an opportunity for a self-starter. Contact Tim Horan at editor@abilene-rc.com. (4-3)

EDITOR — The active age, a non-profit monthly senior publication, needs an experienced editor, proficient in Mac-based InDesign or willing to learn, to assign/edit stories, oversee finances. Send

resume, cover letter telling why you're interested to fran@theactiveage.com. (3-21)

WANTED — Creative individual as a full-time paginator/graphic designer. Job involves laying out pages, working with graphics and photos, and updating the Web site. 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@gbttribune.com. (2-27)

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)

PRODUCTION

DISTRIBUTION MANAGER — This position reports directly to the publisher and will be responsible for directing all aspects of the company's circulation/distribution operations, marketing efforts, and driving overall viewership. Necessary skills in communications, positive coaching and motivation, customer service, organization/coordination, computers including Microsoft Office and social media, and knowledge about local geography with ability to read maps are required. Preference will be given to a candidate with proven leadership in the publishing industry. This is a full-time salaried position with benefits for a small Kansas community publication with home delivery Tuesday-Friday and Sunday. Please send your resume and cover letter to mhoisington@gbtribune.com or Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530. (5-1)

PRESS OPERATOR — Accepting resumes for Press Operator at progressive, family-run newspaper in Weatherford,

MARKETPLACE/CONT. FROM PAGE 6

Oklahoma. 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

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 emaileditor@squareddealnews.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)

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)

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)

ADVERTISING

ADVERTISING SALESPERSON - Flint Hills Media Group, a 5 newspaper group in central Kansas, is seeking an Advertising Salesperson. Responsibilities include prospecting and selling new advertisers, creating spec ads, selling print, online, niche publications, and inserts. Qualified candidate will have reliable transportation, a clean driving record and will be responsible for selling ads in the Salina, Beloit and Abilene areas of central Kansas. Interested applicants should email their interest to David Parker. Email address:davidp67530@hotmail.com (8-31)

MISCELLANEOUS FOR SALE

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

SEPTEMBER KDAN, KCAN WINNERS

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

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

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

KDAN — Gyp Hill Premiere, two ads for \$450 profit; Anderson County Review, two ads for \$1,650 profit; Rural Messenger, four ads for \$1,000 profit; Ellsworth County Independent-Reporter, one ad for \$450 profit; Great Bend Tribune, one ad for \$450 profit.

KCAN — Marysville Advocate, one ad for \$150 profit; Council Grove Republican, one ad for \$150 profit; GateHouse Media, one ad for \$150 profit.

DIRECT SALES — Hays Daily News.

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FRIENDS OF KPA

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Retired, Kansas Court System
President

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(for questions on cameras in the courtroom, the court system and
KORA-KOMA)

We're from KPA, and we're here to help ... really!

In high school, I became obsessed with personality tests. Myers-Briggs (there is a great podcast on this test and why it should not be used but, I digress), the ColorCode, the Enneagram, for example.

I could go on and on — you name it and I've taken it.



Emily Bradbury For most of you that know me, it won't surprise you to know that I am an Enneagram Type 2 - "The Helper."

Generally, I like to help people. I wish I could say it was all for good, unselfish motives but it makes me feel good so there's that.

Take the test! It is informative and a little too on-point. But do me a favor and don't read about the dark sides of Type 2s. The words "nagging" and "annoying" may be used more than once. This fact will probably not shock you either.

While personality tests give you an insight into your self, they also help gain insight into others.

It helps me relate better to my family, friends and the KPA team. Most importantly, it helps me to better

My favorite is the Enneagram. No, not the pentagram or some other satanic symbol. The Enneagram is based on a belief that there are nine different personality types. You can [find out more here](#).



understand our members.

There are approximately 200 members of the KPA and each has a unique climate and culture. We do what we can for each while moving the association ahead as a whole, but in order to fully know how we can help, we need you.

We need you to help us help you.

The KPA staff is going on a listening tour on Thursday, Oct. 25 and Friday, Oct. 26. We are traveling to northern, western and southwest Kansas.

All that is required of you is to show up and tell us what we can do to serve you better.

All stops include food and are free!

Win-win!

You can [click here](#) to sign up.

To our southeast Kansas members, consider this your warning: we are coming for you next.

We also have an amazing opportunity for you on Friday, Nov. 16.

The 2018 Montgomery Family Symposium is providing Kansas newspapers the opportunity to take part in world class training for a fraction of the cost.

If you are exploring ways to increase digital subscriptions, manage digital workflow or just find out how to begin the digital process at your newspaper, this workshop is for you.

You can [sign up here](#).

In short, come and tell us how we can help you while, perhaps, learning a few things.

It might just save you a few nagging emails from ... well, me.

Emily Bradbury is executive director of the Kansas Press Association.

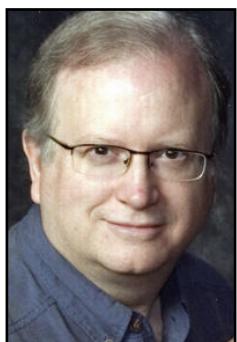
Montgomery Symposium to focus on increasing digital subscriptions

Is your organization trying to increase digital subscriptions, improve audience engagement and/or develop projects that increase digital revenues?

Whatever your challenge, this year's Montgomery Family Symposium will help you move the needle.

This one-day workshop from 9 a.m. to 3:30 p.m. on Friday, Nov. 16 is being designed as a compact version of the industry-leading Knight-Lenfest News Initiative, also known as the "Table Stakes" project.

The event is aimed at leaders who want to make significant headway on a specific goal or goals. Ideally, participants would include



Quentin Hope

a team of two to four business and newsroom leaders.

Quentin Hope, a highly-recognized media consultant, and coach for the initiative, will lead the workshop at the Adams Alumni Center at the University of Kansas. The Montgomery Symposium is an annual event sponsored by the Kansas Newspaper Foundation and the University of Kansas William Allen White School of Journalism and Mass Communications.

Cost is \$75 for the first participant from your newspaper and \$60 for each additional team member. Includes lunch.

[Go here to sign up.](#)

Because of change, our AOE contest needs your help

Because of a change in our contest year, the Kansas Press Association is looking for judges for our own 2019 KPA Awards of Excellence contest.

All judging will be competed online and can be done any time between Nov. 5 and Nov. 30, 2018.

There's one catch: you can't be directly affiliated with a current KPA member newspaper.

"Our switch to a February convention caused us to use up our judging arrangements with other states," said Emily Bradbury, KPA executive director. "If you're a retiree, friend of KPA or just anyone who would love to pitch in, we'd appreciate your assistance."

[You can sign-up here.](#)

CASH IN!

KPA is implementing a
NEW sales reward program!



This new program will reward a salesperson of a KPA member newspaper (in good standing and current advertising network participant) with cash for selling ads into our KDAN & KCAN program April, May and June 2018!

	Total Cost	KPA Gets	Newspaper Gets	Salesperson Gets
KDAN 2x4	\$1800	\$900	\$900	\$100
KDAN 2x2	\$900	\$450	\$450	\$50
KCAN 25 words	\$300	\$150	\$150	\$25

GET PAID EVERY WEEK!

Sell ads every week, get paid for each week.

Rules and restrictions - This program will take affect 04/02/2018 and run through 06/30/2018. Sales reward program is good for any salesperson that works for a network participating newspaper, in good standing with KPA. Rewards will be paid on any new client. (New client is any customer that has not run an ad in the KPA networks or direct ad placement within the last calendar year.) Salesperson must send ad directly to KPA along with payment address.

For more information please contact:

Amber Jackson,

KPA Director of Advertising

at **785-271-5304** or **ajackson@kspress.com**



**Kansas Press
Association**