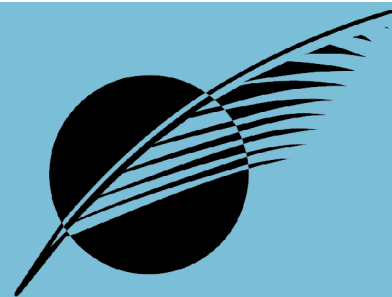


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

OCT. 18, 2017

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KPA CALENDAR

OCT. 20

KPA Southeast District meeting, Wall Family Center, Parsons

NOV. 3

Montgomery Family Symposium, Kansas Leadership Center, Wichita.

NOV. 10

KPA Northeast District meeting, KPA office in Topeka.

DEC. 15

226th anniversary of the U.S. Bill of Rights.

Time slipping away on AOE sign-up

ATTENTION: the deadline for uploading entries this year is Oct. 31

Because the Kansas Press Association annual convention is being moved to February in 2018, the 2017 Awards of Excellence deadlines have been adjusted as well.

Instead of a full calendar year as in the past, this year's contest will include just the first 10 months of 2017 so that we can get the entries judged in time for presentation at the convention.

The entry year for 2018's awards will be Jan. 1 - Oct. 31, 2017.

[Click here to download](#) the 2017 Call for Entries with instructions for uploading your newspaper's

best work. We've added a number of new photography categories and discounts for uploading early.

We are making this move to February so we can tie in the annual Day at the Statehouse with the annual KPA convention at a time so members can meet directly with their legislators in Topeka at a critical point in the session.

The plan is for the convention to begin on Thursday with Day at the Statehouse, followed by a full Friday schedule and just over half a day on Saturday. The convention will end Saturday following the Awards of Excellence luncheon.



Emily Bradbury, assistant director of the Kansas Press Association, and Kansas Leadership Center coach Greg Meissen discuss some of the details involved with KPA's successful Leadership Transformation Grant application. The

grant will allow for up to 40 KPA members to participate in one of KLC's leadership training programs in 2018. Bradbury wrote the grant. See Page 5 for a story on the grant and its purpose.

Montgomery Symposium set Nov. 3 at KLC

This year's Montgomery Family Symposium will be a day-long brainstorming session about the future of Kansas newspapers is scheduled for Nov. 3 at the Kansas Leadership Center in Wichita.

Pam Fine, who holds the Knight Chair at the William Allen White School of Journalism, has been working with Seth Bate of the KLC to create

the program. About 10 slots still remain to be filled. If you're interested in participating, [click here](#).

The day-long session this year is being underwritten by the Montgomery Family Fund and the Kansas Newspaper Foundation. The only cost for participants will be \$25 for lunch.

See MONTGOMERY on Page 5

How to speed up work flow by setting up style shortcuts

At the 21st session of the Newspaper Institute last week, Ed Henninger and I did something we've never done before. We taught a class together. It must have been a good idea because it was the most attended of the 26 classes offered.

Titled, "What You Need to Know About Paragraph Styles," we took the group through a very fast paced 90-minute session, covering everything from simple nested styles to advanced nested styles.



Kevin Slimp

Afterwards, while discussing our class in the hallway, Ed and I both agreed we had learned something from each other concerning paragraph styles. Ed told me he hadn't seen nested

styles created using the method I used.

A nested style is a type of paragraph style that combines two or more separate styles into a single paragraph style. For instance, this is an easy way to create a style for classifieds. If the user wanted five bold words at the beginning of each classified, followed by smaller normal text, then followed by a different style of text for the code at the end of the ad, this could be accomplished with a nested style.

I was intrigued by a method Ed used to create a paragraph style based on the style that follows.

For instance, most newspaper designers are used to using paragraph styles to set body text, headlines, cutlines and other common text styles.

Let me offer a quick explanation for those who don't design pages. Suppose you've placed text under a photo. Without a paragraph style to simplify the process, you would highlight the text, select a font, along with tracking, leading and other characteristics to create your outline.

However, using a pre-existing paragraph

style, the user could simply click anywhere within the outline and select "outline" to achieve the same effect.

The same technique could be used to apply styles to headlines, body text, bylines and other types of text on a page.

Ed discussed a method he uses to create styles for his newspaper clients, using a "next style" method. I noted a few of the styles he created and asked Ed to take a step back and show the class exactly how these styles were created.

Afterwards, I went to my computer and experimented with different types of paragraph styles using this method.

"Wouldn't it be great," I thought, "if by simply clicking on a paragraph style, the headline, byline, email line and body text were all set automatically, without having to select different styles for each?"

Let me show you how this can be accomplished. We will begin by placing some text on a page.

For this particular method to work correctly, we will create the body text style first. This is done by creating text exactly the way you want it to appear on the page. Set the font, the justification, the first line indent, etc. I named this font "Body Text" in the Paragraph Styles panel.

Suppose my stories consist of headlines, with bylines below the headlines, followed by email addresses below the bylines, then body text flowing below the email addresses.

Yes, I could place the text, then click on each of the paragraph styles individually, until each type of text was styled. However, by paying close attention, I can create paragraph styles that do all these for me, with one click, rather than having to select each piece individually.

After creating a "Body Text" style, I go about creating a style for the email line. Notice inside the "Next Style" box, I have selected "Body Text." This will allow me to set two styles

A nested style is an easy way to create a shortcut for classifieds.

If the user wanted five bold words at the beginning of each classified, followed by smaller normal text, then followed by a different style of text for the code at the end of the ad, this could be accomplished with a nested style.

2017-18 KPA BOARD

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Golf provides plenty of lessons on selling ads

I love golf, but I'm a terrible golfer. I'm the only golfer I know who has lost someone else's golf ball. On a best-ball round, I mistakenly hit the wrong ball – directly into a lake.

Regardless of skill level, golf holds plenty of lessons for the business of selling and creating advertising. Let's take a look:

1. Club selection matters. Each club has a specific purpose. Drive with a driver, hit long approach shots with a fairway wood, chip with a wedge, putt with a putter.

In advertising, there are tactics for different marketing situations. Image ads are designed to build brand identities and response ads are used to generate immediate results.

2. Pre-contact is important. A golf swing starts with lining up the shot, having the right stance and grip, then taking a proper backswing.

Any experienced sales person will tell you to prepare in advance for an appointment. Learn your prospect's marketing objectives, study their previous ad campaigns, and research their competitors' advertising.

3. Follow-through is equally impor-

tant. A swing doesn't end after contact. And neither does a sales conversation. When you return to the office, there are "thank you" emails, additional facts and figures to research, and campaign recommendations to develop.

4. Every hole has a goal. And every ad campaign has an objective. At the completion of a particular marketing effort, your client wants to generate x-results. Along the way, there are interim goals, such as weekly and monthly targets.

5. Every hole has hazards. Obstacles are part of the game. There are bunkers, creeks and out-of-bounds areas. Some are visible from a distance, but others seem to appear out of nowhere.

In advertising, there are sales objections, high-maintenance clients, fickle target markets and challenging deadlines.

6. Play it where it lies. You will make some shots from level ground, where the ball sits nicely on top of the grass. But others you will have to hit from tall weeds or sand or behind a tree.

Whatever the lie, concentrate on the goal and choose the right club.

7. Grain and dew affect putting. The surface of the green can be compared to

market conditions which are beyond your control. Read and respond to those conditions correctly, and you're on the way to a successful campaign. Read them incorrectly, and the ball will veer off course.

8. Close doesn't count. A score can't be counted until the ball is in the hole. Likewise, a publication can't build its business on sales that are almost made.

9. Divots should be repaired. It's important to keep client relationships in order. If something goes wrong – in a conversation or in a campaign – take immediate steps to put things back on track.

10. A tournament can be won by one a stroke. It's crucial to pay attention to details,

because little things make a difference. A sales conversation can turn quickly on one perceptive question. A typographical error can make or break a marketing proposal. And one word can determine the success of a headline.

John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information at jfoust@mindspring.com. (c) Copyright 2017 by John Foust. All rights reserved.



John Foust

There are bunkers, creeks and out-of-bounds areas. Some are visible from a distance, but others seem to appear out of nowhere.

NEWSMAKERS

Stacey Sedbrook has been named vice president of digital at the Kansas City Star. A native of Denver, she has 17 years' experience in sales, marketing and business development.



Steve Lundblade has been named general manager of the McPherson Sentinel and the Newton Kansan. He has 20 years' experience in the newspaper industry, including eight at the Kansas City Star.

SEPTEMBER KDAN, KCAN WINNERS

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

Remember, if you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. Sell one outside of Kansas (SDAN or SCAN) or do direct placement in other papers and keep half the commission allowed to KPA.

KDAN — Anderson County Review, four ads for \$3,300 profit to the newspaper; Hillsboro Free Press, one ad for \$450 profit; Ellsworth County Independent-Reporter, one ad for \$450 profit.

KCAN — GateHouse Media, two ads sold for \$300 profit; Council Grove Republican, one ad sold for \$150 profit; Leader & Times, one ad for \$150 profit; Anthony Republic, one ad for \$150 profit.

SDAN — Anderson County Review, four ads sold for \$450 profit.

DIRECT PLACEMENT — Hays Daily News.

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309-690-5324

And you wouldn't trade the job for anything

Herewith are my Top Ten Reasons to be an Editor & Publisher of a newspaper:

10. You can't be an ink-stained wretch if you don't get ink on your fingers. And your shirt. And your face.

9. Who doesn't like getting yelled at every week (or every day) because the newspaper was not delivered on time?

8. You get to hear some fascinating stories that, alas, the general public will never hear. Like the reader who wants to you come take a picture of his (or her) World Champion Largest In the Universe Corn Squash.

7. You get to hear some stories that sometimes, while absolutely true, you can't believe at first blush. But then you realize you aren't that good, and you really can't make that stuff up.

6. You actually know who the last Homecoming King and Queen were for

the last 10 years in a row because, well, you were there to take pictures for the last 10 Homecoming coronations in a row.

5. You get to listen to every city commission and school board meeting. Every. Single. One.

4. You get to know how much your property taxes are going to increase every year before anyone else does. Probably before the city and county commissions, and the school board members, actually know how much they are going to increase taxes.

3. You get to be the least popular person in town, even though everybody knows your name. Except when your editorial agrees with a personal viewpoint of a reader. Then, for one brief shining moment, you are the most popular person in town. Relish the moment. It won't last more than five minutes.

2. You get to have a multi-faceted job, including reporter, editor, photographer, page designer, ad sales rep, accountant, janitor, building repair specialist, IT specialist and front desk answering service. What more could you want?

And No. 1 on the hot list:

1. You get to work in a noble profession, one that despite the criticisms, changing landscape, long, dark hours, holidays at the office and headaches every day is probably the most important job in your community. That's because everyone, young and old, new and native depends on you to do

your job, and do it well.

And you very likely would not trade that in for anything.

Olaf Frandsen is editor and publisher of the Salina Journal and 2017-18 president of the Kansas Press Association.



Olaf Frandsen

No. 1. You get to work in a noble profession, one that despite the criticisms, changing landscape, long, dark hours, holidays at the office and headaches every day is probably the most important job in your community.

DEATHS

John "Jack" Ronald Krier, 77, of Warsaw, Mo., died Thursday, Oct. 12, 2017 at Mercy Hospital in Des Moines, Iowa.

Krier was born Sept. 24, 1940 in Mitchell, S.D., the son of John M. Krier and Bernadette J. Michels of Emery. He was raised in Alexandria, S.D. and graduated from AHS in 1958.

He graduated from South Dakota State University, Brookings, in 1962 with degrees in journalism and print management.

He married the former Kathleen Carver on Feb. 6, 1965.

After owning several newspapers in South Dakota, Iowa and Missouri, Krier expanded his company by forming Jumbo Jack's Cookbook Co., and specialized in printing cookbooks as fund-raisers.

Jack retired in 1991 and moved to Kimberling City, Mo., but later bought a newspaper there. He sold it and started another, the Stone County Gazette, then sold it and bought other newspapers to eventually expand his holdings in Missouri to include the Carrollton Democrat; Lexington News; Higginsville Advance; Norborne Democrat-Leader; Santa Fe Times, Alma; Glasgow Missourian; Windsor Review; Cole Camp Courier; Lincoln New Era; St. Clair Courier, Osceola; Appleton City Journal; Humansville Star-Leader and Rich Hill Mining Review.

In 2000, he and partners expanded into Kansas, purchasing but later selling the Lyons Daily News. He then bought the Russell County News and the Natoma Independent. This was the beginning of Main Street Media.

Krier's group went on to purchase the Ellis Review; Plainville

Times, Phillips County Review, Downs News & Times, Smith County Pioneer, Cawker City Ledger, then the Red Cloud Chief, Franklin Chronicle, Harlan County Journal and Blue Hill Leader in Nebraska before adding three more Kansas newspapers, the Lindsborg News-Record, the Gove County Advocate, Quinter, and the Sterling Bulletin.

In 2015 the Kriers sold the majority percent of the stock in Main Street Media, Inc. to Frank Mercer and Joe Blum, both business associates and friends.

Surviving Jack is his wife of 52 years, Kathy; a son, James (Kami) Krier of Warsaw; four daughters, DiAnn Bills of Warsaw, Julie (Ken) Pingrey of Coon Rapids, Iowa, Sheryl (Peter) Kao of Southlake, Texas, and Nikki (John Plumlee) Krier of Branson West; eight grandchildren, Miranda Bills, MacKenzie Bills, Wilson Pingrey, Levi Pingrey, Makena Kao, Olivia Kao, Ashton Plumlee and Kennedy Krier; two brothers, Dick (Pat) Krier, Idaho, and Don (Faye) Krier, South Dakota; and two sisters, Delores Rudie, Minnesota, and Judie (John) Hritz, California.

He was preceded in death by his parents, an infant brother and a brother-in-law, Stanley Rudie.

Funeral services will be at 10 a.m., Nov. 25, 2017 at St. Ann Catholic Church, Warsaw, followed at noon by a Celebration of Life and Fellowship at the Knights of Columbus Hall, Warsaw.

If you would like to send a card to Jack's wife, here is the address: Kathy Krier, 19419 Stone Meadow Trail, Warsaw, MO 65355-5973

To read the complete obituary, [go here](#).



Jack Krier

Montgomery

Continued from Page 1

“The goal of this special edition of the annual Montgomery Family Symposium is to help newspaper company executives grapple with significant strategic challenges,” Fine said. “This year’s symposium is designed to help you create a vision and plan for the change you’re seeking in the next few years whether it involves growing revenues, changing your products, transforming your culture or even selling your company.”

“You’ll also have a chance to explore and exchange ideas with other senior leaders in a meaningful setting.”

The event, from 9 a.m. to 4 p.m., will be led by Bate, an expert facilitator who works with the Kansas Leadership Center’s coaching and teaching team.

“A number of KPA staff and board members have been through a leadership training session at KLC,” said Doug Anstaett, executive director of the Kansas Press Association. “While it is an intense experience, it really allows for the kind of open dialogue necessary to make critical decisions about the leadership issues we face.”



**KANSAS
LEADERSHIP
CENTER**

KLC grant will provide chance to train leadership pool for KPA

The recently announced Leadership Transformation Grant landed by the Kansas Press Association offers a unique opportunity for KPA members to get top-notch training for its members.

Emily Bradbury, KPA’s assistant director, wrote the grant application to the Kansas Leadership Center and recently learned that 40 participant slots worth \$25,000 will be available to KPA staff members during 2018.

Here’s what KLC sent: “We are excited to inform you that Kansas Press Association has been granted a 2018 Leadership Transformation Grant! This year, KLC received applications from 90 organizations across the state and only 40 were awarded

this grant. You and your organization will have access to 40 spots (worth \$25,000) in any of our core programs in 2018. We are confident this will help you move forward on the leadership challenges facing your organization or community.”

“I think everyone would agree that our newspaper editors, publishers and others are considered leaders in our communities,” Bradbury said. “We want to give our members the kind of world-class training that will propel them to even greater heights as they serve their readers and advertisers.”

To help facilitate participation by members, the Kansas Newspaper Foundation will also help defray part of the expenses for lodging and meals.



*Get the
message*

At AT&T, we believe there’s only one thing to know about texting and driving — just don’t do it. Not ever. The AT&T “It Can Wait” program is dedicated to sending only one message: No text is more important than your life.

AT&T is a proud supporter of organizations like the Kansas Press Association.



MARKETPLACE

ADVERTISING

AD SALES: 133-year old newspaper in northwest Kansas needs ad salesperson. Commission or salary plus commission. For more information, email sentinel@ruraltel.net or call 785-675-3321. (9-29)

NEWS

REPORTER — The Ellsworth County Independent-Reporter is seeking a reporter to write news stories, cover meetings, take photos and layout pages. The position is full-time with salary and mileage allowance. Benefits include health insurance and 401K. Send resume and sample of written work to Linda Denning, 304 N. Douglas Ave., Ellsworth, KS 67439. Position is available immediately. (9-26)

EDITORIAL CARTOONS — Tired of all the Trump cartoons? Try local Kansas cartoons instead. 4-5 cartoons per week delivered daily to your email can be used in print and online. Cartoons are customized with your paper's name. Low monthly costs for dailies and weeklies, samples at drawing-attention.blogspot.com. Contact Greg Kearney gkearney@gmail.com or call (785) 251-3581. (8-29)

REPORTER WANTED - Dodge City Daily Globe has an opening for a news reporter in its four-person newsroom. Contact publisher Conrad Easterday (ceasterday@dodgeglobe.com) and/or editor Roger Bluhm (rbluhm@dodgeglobe.com) with resume and clips. We hope to move quickly to fill this opening. (8-2)

FULL-TIME PAGINATOR/GRAPHIC DESIGNER — Job involves laying out pages working with graphics and photos and updating the web site and social media. Involves some weekend and evening 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 tothogg@gbtribune.com. (5-30)

SPORTS EDITOR — Award-winning western Kansas daily needs someone who loves sports to cover community college and 4A high school, co-ordinate coverage of smaller schools, create dynamic, interesting sports pages and engage the community. College town on I-70, close

to Denver, great hunting, biking, trails, great sports. This might be the one for you. Benefits. Contact Sharon Friedlander, publisher, at sfriedlander@nwkans.com, and Steve Haynes at steve.haynes@nwkans.com EOE/M/F/D/V (1-4)

MANAGING EDITOR — needed for award-winning daily on I-70 in western Kansas. The Colby Free Press needs a leader to take its news department to the next level. Are you ready to step up, face new challenges? Supervise news staff, page design and community coverage. Close to Denver, great outdoors, biking, trails and hunting. Benefits. Contact Sharon Friedlander, publisher, at sfriedlander@nwkans.com, and Steve Haynes at steve.haynes@nwkans.com EOE/M/F/D/V (1-4)

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

PRESSROOM

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 danstaett@kspress.com. (6-14)

The Elkhart Tri-State News in southwest Kansas has been published since 1892 and is the official publication of two cities, two school districts and Morton County, Kan. Owner is moving out of the area. Can sell with or without real estate. Please call (620) 309-1148 for more information. (4-17)

Respected 131-year-old weekly newspaper in Southwest Kansas; only newspaper in the county. Owner moving out of state. Steady subscription, advertising, annual sales approximately \$140,000. Will include building and property in sale. (785) 341-7573 after 5 p.m. MST. (6-1)

MISCELLANEOUS FOR SALE

FOR SALE — Glunz and Jensen plate oven and plate processor. Working when we shut them down six months ago. \$500. Contact fmercer@mainstreetmedia.us.

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-veyor. \$45,000. Call 620-626-0840 or email earl@hpleader.com

FOR SALE - ECRM Newsmatic CTP. 2008 model. Very well kept and lightly used (about 12 plates per day, six days per week for two years). CTP fully functional with all software and RIP. Bought a second newspaper and used the one that came with it. Comes with Kodak plate processor, but it needs a couple pumps we used on other machine. Paid \$140,000. Will take \$32,000. Call 620-626-0840 or email earl@hpleader.com.

Slimp

Continued from Page 2

at once, an email line followed by body text.

Next, I create my paragraph style for the byline. Again, create text just as you intend for it to look on the page. Note the setting for "Next Style." After the byline, the next line will be in the Email Address style.

Finally, a style is created for the headline, with Next Style set for "ByLine."

Now, here is the trick. For this to work, you place your text on the page, then click somewhere within the headline with your

Text tool.

Next, right-click on the headline style and select "Apply "Headline" then Next Style."

The result is a headline, a byline, an email address line, followed by body text.

With a little practice, you'll be setting up styles for stories with drop caps and more.

I know you can't wait. Go have fun. Remember, the secret is to right-click on the paragraph style if you want to use the "next style" method.

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



Allen Community College President John Masterson presents Lola Register publisher Susan Lynn with a framed certificate honoring the Register's 150 years of service..

Kansas Press Association Executive Director Doug Anstaett also delivered comments about the importance of community newspapers at the event.

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(for questions on cameras in the
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THIS MONTH'S QUESTION

Q. With the 2018 contest being in the same budget year as the 2017 contest, I have no funds left in this year's budget for the contest. Help! I want to participate but don't know how to make that happen this year.

A. That's not a problem. We can bill you after Jan. 1, 2018. However, the bill will need to be paid prior to convention in order to receive your awards.

Back to the basics: relax — and read newspapers

All four members of the Taylor Newspaper Family enjoyed a rare lunch together this week to discuss the ups and downs of our business.

We didn't even know it was National Newspaper Week, which nobody cares about anyway. But as always, we talked about where our Montgomery County Chronicle, Prairie Star and Labette Avenue newspapers fit into today's fast-paced, 140-character tweet, stare-at-your-smartphone world.

We talked about ways to improve our website, e-editions and Facebook posts, acknowledging that all are important to our existence.

But when the brainstorming was concluded, someone quipped, "Maybe we just need to be ourselves — you know, a newspaper that you can still relax and read."

We looked at each other as if this was a stroke of genius.

And, it truly is.

Our family is five generations deep in this business, and every family editor and writer during those years has worried about the future of the newspaper business.

Today, there is much skepticism about the media of which we are proud

members. But so much of the criticism we hear is aimed at cable TV shows and the extreme views expressed therein. We hope our newspapers are found to be newsworthy, and relaxing to read each week.

It is always reassuring when we drive along a hometown street and see someone sitting on a porch with our newspaper stretched before their eyes.

When we see someone in a coffee shop reading any newspaper, we can't take our attention off that person. Everyone in our family likes to analyze the reading habits of those we see reading the news, because it varies from browsers to full-scale, in-depth studying of sports articles, news stories, obituaries, classified ads and opinion pages.

As we mingle with friends on a daily basis — along main street, at school events or maybe in church — it is obvious who reads newspapers. They're the ones who know why the

city is buying a new dump truck; which county highway is getting overlaid with asphalt; who represents them in the Kansas Legislature; or where funds will be found to assist hurricane-stricken communities in Houston, Florida, Puerto Rico or the U.S. Virgin Islands.

They're the ones who relax and read their newspapers, and they give us hope in the future of the business we chose many decades ago.

And, if that's a reason for a family of writers to celebrate National Newspaper Week, so be it.

With no apologies, we still love the business that often makes us worry, yet gives us so many rewards that you, our readers, make possible when you stretch that newspaper out in front of your adorable faces.

So keep it up.

Relax and read your newspaper.

Rudy Taylor is publisher of the *Taylor Family Newspapers*.



Rudy Taylor

As we mingle with friends on a daily basis — along main street, at school events or maybe in church — it is obvious who reads newspapers. They're the ones who know why the city is buying a new dump truck; which county highway is getting overlaid with asphalt; who represents them in the Kansas Legislature ...

Last two regional meetings set in Parsons, Topeka

The fourth and fifth in a series of regional meetings of the 2017 Kansas Press Association are scheduled Friday, Oct. 20 at the Wall Family Center in Parsons and Friday, Nov. 10 at the Kansas Press Association office in Topeka.

The first three meetings were Aug. 31 and Sept. 1 in Oberlin (Northwest District) and Dodge City (Southwest District) and Sept. 8 in Andover (Central District).

The two remaining meetings are scheduled from 11 a.m. to 1:30 p.m.

Lunch will be provided along with an educational presentation and a networking opportunity. Speakers will include KPA Advertising Consultant Peter Cook and members of the KPA staff.

Session topics are listed on the registration page.

Attendance for KPA members is free of charge, but we do need reservations so we can order enough lunches to accommodate the attendees.

Go here to sign up for one or both of the remaining events and register as many staff members as you want.

Days of modest rate hikes likely in the past, USPS says

The U.S. Postal Service has issued a warning that the 2018 postage increase will likely be its last modest increase confined by a 2006 law.

National Newspaper Association President Susan Rowell, publisher of the Lancaster (S.C.) News, announced to community newspapers that publishers could expect significant increases in postage rates in 2019 if Congress does not enact a postal reform law this year.

"The Postal Service signals its plans to the Postal Regulatory Commission, as it is required to do. This year, it said the coming 2018 increase was likely the last under the 2006 law that has kept

postage rates relatively stable. For 2019, we have no idea what to expect although we know several things. First, USPS thinks Periodicals publications are generally not covering their costs, as USPS handling costs have risen faster than inflation. Second, the cost of handling mailing sacks will go up. Third, we could see a significant restructuring of postage rates for newspapers overall because USPS is in financial trouble," Rowell said.

NNA Postal Committee Chair Max Heath said NNA was working hard to find solutions for newspapers. NNA has distributed materials to its members in support of HR 756, the Postal Reform Act of 2017.