

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

OCT. 20, 2021

## INSIDE TODAY

### PAGE 2

Kevin Slimp doesn't hear much "doom and gloom" in his discussions with editors and publishers.

### PAGE 3

John Foust says the most powerful word in advertising is "free."

### PAGE 4

KPA president Robin Clasen Wunderlich says there is always something to learn from your colleagues in KPA and elsewhere.

### PAGE 8

KPA Executive Director Emily Bradbury has a checklist of items for members as the year nears an end.

## KPA CALENDAR

### NOV. 19

Montgomery Family Symposium, "The Two 'S' Words: Sustainability and Succession." Registration is required for this free webinar.

### DEC. 15

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

## TODAY'S QUOTE

"Mr. Brady, it is the duty of a newspaper to comfort the afflicted and afflict the comfortable."

Gene Kelly as E. K. Hornbeck, "Inherit the Wind" (1960)

## Journalists recognized at gala

The 2021 President's Gala saw four new members inducted into the Kansas Newspaper Hall of Fame and the presentation of other special awards on Saturday, Oct. 9.

The meeting at Newton's Meridian Center represented the Kansas Press Association's first in-person meeting in more than two years. About 70 people attended the gala.

Honorees included:

### Kansas Newspaper Hall of Fame

- ❑ The late Lloyd Ballhagen, Harris Enterprises.
- ❑ Roxana Hegeman, Associated Press.
- ❑ Joel Klaassen, Hillsboro Free Press.
- ❑ Tom Slaughter, Inland Foundation and Associated Press.

### Clyde M. Reed Jr. Master Editor

- ❑ Bill Roy, Wichita Business Journal.

### Gaston Outstanding Mentor

- ❑ Jean Hays, Wichita Eagle.

### Victor Murdock Award

- ❑ Chance Swaim and Dion Lefler, Wichita Eagle.

See GALA on Pages 4, 5



Bill Roy (front) was joined by colleagues and friends (from left) Jon Wile, Rob Smith and Mark Kass when he accepted the Clyde M. Reed Jr. Master Editor Award Oct. 9 at the President's Gala in Newton.

## Montgomery Symposium set Nov. 19

Free webinar to focus on sustainability, succession issues; registration required

This year's Montgomery Family Symposium will focus on sustainability and succession. While the webinar is free, registration is required for the event, scheduled from 11 a.m. to 12:45 p.m. on Friday, Nov. 19.

Join Teri Finneman, professor of journalism at the University of Kansas, and Jim Iovino, director of Newstart and assistant professor of media innovation at West Virginia University's Reed College of Media, as they lead the discussion.

Finneman will discuss her research on Plains newspapers and what innovations are working and her ongoing research on sustainability and best practices for community newspapers.

Jim Iovino will discuss the Newstart program and new local news models (nonprofit, B-corp, reader revenue-driven vs. advertising, etc.) and also discuss ownership transition and what you can do now to secure your publication's future.

[Register here.](#)

# Meeting again in person reinforces view industry prospects improving

I'm in a positive mood concerning the newspaper industry. After the past couple of weeks, I continue to see incredibly upbeat signs about things happening in our business.

For the first time in 18 months, I spoke at a live convention last week in Des Moines. Meeting with community newspaper publishers and journalists from throughout the United States lifted my spirits. There wasn't a lot of time for personal visits. I was scheduled to speak for 75 minutes seven times during the two-day event. However, I managed to squeeze in meetings with publishers from South Carolina, Minnesota, Iowa, New York, Idaho and other places to discuss what's happening at their papers.

There was no "doom and gloom" in these conversations. There were several "I'm starting a new paper and want your advice" and "I want to get more training for my staff" conversations. There were a few "I'm updating my newsroom and would like your thoughts" conversations. While I wasn't crazy about stepping onto a plane and meeting in person with COVID-19 still hanging around, I left inspired by how these newspapers are moving forward.

Speaking of moving forward, redesign seems to be on a lot of papers' minds these days. While working on a redesign for a friend's paper in Tennessee in September, I received a phone call from another publisher friend whose paper I redesigned three years ago.

"I wanted to tell you," he said, "we've grown in subscribers since doing the redesign three years ago. I waited for him to continue, "but counter sales have been dismal" or something along those lines. Instead, there was an "and" statement. "And we've had a healthy increase in counter sales, as well."

"I know there's a lot more to it than just the redesign," he continued, "but the redesign has had a lot to do with our growth."

Boom! Wow! Now that's a phone call.

Tony Cox, the publisher who called, is constantly working to increase readership at his papers in Clinton and Farragut, Ten-

nessee. He still does things papers used to do back in the heyday to increase readership. I've known Tony from his work with paid and free newspapers, and he's always working on ways to gain new readers.

In a conversation a few days ago, he told me about using sampling to grow his readership base.



Kevin Slimp

"Old school sampling still works. We've added 31 new subscriptions in 35 days." He went on to say, "The first weeks were done using good ole USPS delivery. The next week was done using saturation of a newspaper carrier route" (by a nearby metro paper). Each week has netted new subscribers the following day, meaning a person actually wrote a check and stuck it in the mail."

Tony added they also received subscribers through their website after folks received a free paper.

"I was really impressed," he told me. "That's an immediate return."

I asked Tony if he had advice for other papers trying to grow circulation, and he had plenty.

"Circulation efforts require effort 52 weeks per year," he told me.

Something else he said brought back memories of the movie "Field of Dreams." "If you build it," he began,

"it doesn't necessarily mean they will come. You have to invite them."

Amen to that, Tony.

## Growing interest in Affinity

Another topic that doesn't seem to be going away is interest in Affinity Publisher, the software giving Adobe InDesign a run for its money. While in Des Moines, several publishers asked if I thought moving from InDesign or QuarkXpress to Publisher was a good idea. Since returning home, I've heard from other publishers asking the same question at both free and paid newspapers.

I'll tell you what I've told them. If you have a relatively straightforward editorial/design process that doesn't use XML tags (often used by third-party classified sys-

---

**Something else he said brought back memories of the movie 'Field of Dreams.' 'If you build it, it doesn't necessarily mean they will come. You have to invite them.'**

---

## 2021-2022 KPA BOARD

### Robin Clasen Wunderlich

President

Eureka Herald

news@eurekaheald.com

### David Allen Seaton

First Vice President

Cowley CourierTraveler

daseaton@ctnewsonline.com

### Tim Stauffer

Second Vice President

and Treasurer

Iola Register

tim.stauffer@iolaregister.com

### Joey Young

Past President

The Clarion, Newton Now

joey@kspublishingventures.com

### Nickole Byers

Northwest District Director

Ellis Review, Western World

review@gbta.net

### Jeff Cott

Legislative Director

Derby Informer

jeff@derbyinformer.com

### Dale Hogg

Southwest District Director

Great Bend Tribune

dhogg@gbtribune.com

### Chad Lawhorn

President's Appointment

Lawrence Journal-World

clawhorn@ljworld.com

### Alicia Paul

Northeast District Director

Clay Center Dispatch

claycenterdispatch@gmail.com



See SLIMP on Page 8

# Free offers can generate big results in ads

Generally speaking, there are two types of advertising. Image advertising, which is often referred to as institutional advertising, is designed to create a positive overall impression. Response advertising's objective is to generate immediate results.



**John Foust**

Let's take a few moments to examine a category of response advertising – the free offer. "Free" is one of the most powerful words in advertising. Here are some idea starters:

1. Free sample. This usually applies to a small portion of a particular product. Imagine an ice cream shop that offers customers a free taste of a seasonal flavor. Or a new bakery that runs a coupon for a complimentary doughnut.

2. Free trial. This is not a money-back guarantee. It's a way for consumers to take temporary ownership of a product, without an upfront cost. Premium cable television channels often use this tactic to introduce viewers to their shows.

3. Extra product free. Think of a restaurant that offers a free dessert with a meal. A variation of this tactic has become

so popular that it has its own acronym: BOGO, as in "buy one, get one." The "get one" could be the same or similar product for no cost or half price.

4. Free gift. This offer goes beyond samples, trials and extra products. Some companies give away products that may be unrelated to what they sell; for example, "Buy a widget and get a \$25 gift card from XYZ coffee shop."

5. Free demonstration. Although most product demonstrations are available at no charge, many businesses don't like to make that offer. Maybe they think it's too much trouble.

On the other hand, there's the powerboat dealer in North Carolina that invites serious prospects to test drive their boats in the lake behind their showroom.

6. Free information. "Write for our free brochure" used to be a common line in ads, but it has been largely replaced by "visit our web site."

There are other ways to provide free information. Think of an investment firm that offers a free book on retirement or other relevant topics.

7. Free service (analysis, consultation, etc.). Real estate agents frequently offer free, no-obligation listing evaluations. Can

one of your advertisers provide something similar?

8. Free training. When I was in the tenth grade, I saved up for a long time to buy a used guitar. The store won my business, because: (1) the guitar was a real beauty and (2) they offered three free lessons with the purchase.

9. Free installation. Free assembly or installation can be a big selling point. Several years ago, I was on the verge of buying a chair from an office supply store. But when I learned they had a \$25 assembly fee – even for the chair I wanted, which was already

assembled – I went somewhere else.

10. Free delivery. Take a hint from online sellers who sometimes provide free shipping. They know the persuasiveness of no-cost delivery. A local brick-and-mortar advertiser can attract attention with a phrase like: "Can't pick it up? We'll deliver it to you for free."

*John Foust has conducted training programs for thousands of newspaper advertising professionals. E-mail for information at [john@johnfoust.com](mailto:john@johnfoust.com).*

*(c) Copyright 2021 by John Foust. All rights reserved.*

## Former legislator, publisher dies

John F. Vermillion, newspaper publisher who also served in the Kansas Legislature, died in September in Independence. He was 99.

He was the long-time owner and publisher of the Independence Weekly News.

He was born April 1, 1922, in Osawatomie to John and Mabel (Roseberry) Vermillion. He served in the U.S. Navy during World War II and married Bonnie May Price in 1946.

He served in the Kansas House from 1957 to 1960 and the Kansas Senate from 1969 to 1980.

He was preceded in death by his wife, Bonnie; two sons, John and Allen; and four brothers. He is survived by two daughters, Penny Sullivan and Brooke Peltzer, 10 grandchildren and eight great-grandchildren.

A celebration of life is planned on April 1, 2022, the 100th anniversary of his birth.



## 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](http://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](http://metrocreativeconnection.com)  
[service@metro-email.com](mailto:service@metro-email.com)



## THIS MONTH'S QUESTION

Q. When will the deadline be for the 2022 Awards of Excellence Contest?

A. The deadline for the 2022 AOE Contest will be 10 p.m., Sunday, Feb. 27, 2022.

We've moved the Kansas Press Association convention from the spring to the summer because it creates fewer conflicts with coverage of sporting events, prom and other local events.

The 2022 Call for Entries will be released in December.

# Be coachable, ask questions, to gain information

**D**o you know everything there is to know in your profession? In my opinion, that simply isn't possible. You may have the most knowledge, but that doesn't mean there isn't more information that you can obtain?

Each and every day, we have the option to learn something new, whether it be within our chosen career path or



**Robin Wunderlich**

something that may or may not be significant in our day-to-day process.

But, are we willing to learn? When I first took over the role as editor, I truly knew very little about the industry. I knew my father and grandfather worked countless hours while serving in that position; but didn't

know the ins and outs.

I'm still learning those.

Over the years, I have had several "facepalm moments" due to missing easy shortcuts because I did not take the time for training/research to fine-tune a task or simply ask any questions to others in the industry.

Regardless of the profession you are in, there is always more to learn.

We live in a day and age where the need for adaptations is a must. Being able to adapt and learn from others is vital. It's amazing what we can learn when we aren't even trying.

The amount of knowledge we can get from others who aren't even in our profession is amazing.

How can you use tools from other professions? How can a task be adapted? More often than not, we don't take the time to simply see what is right in front of us, but I promise there are new things to clue in on daily.

Be coachable. Learn from the villages that surround us. And take advantage of any and all sources that are available to you.

Ask questions. Just last week, I reached out to KPA executive director Emily Bradbury to run an idea past her. It was simply the idea of hosting a

focus group in our area to get specific feedback from our readers.

That's when I learned that the Kansas Press Association is willing to host these groups for all communities for a nominal fee.

Although I foresee additional work

to accommodate suggested changes from a focus group, I see the benefits and am thankful that we won't have to "reinvent the wheel."

What other services/tools are out there that I'm missing

If you have a question, or an idea, don't be hesitant

reach out. It might be something the KPA is already working on. Let's not just continue to get through the days; let's work to better ourselves and the industry we have chosen for our careers.

**Robin Clasen Wunderlich** is editor and publisher of the *Eureka Herald* and 2021-22 president of the *Kansas Press Association*.

## CherryRoad acquires 13 Kansas newspapers

**C**herryRoad Media Inc. announced recently it has agreed to acquire 20 newspapers from Gannett Co., Inc., including several in Kansas.

The newspapers, which include five dailies, are published in Kansas, Nebraska, Iowa and Missouri.

Dirks, Van Essen & April, a media merger and acquisition firm based in Santa Fe, New Mexico, represented Gannett in the transaction. Terms of the sale were not disclosed.

Kansas newspapers include:

- Butler County Times-Gazette
- Dodge City Daily Globe
- Garden City Telegram
- Hays Daily News
- Hiawatha Penny Press
- Kiowa County Signal
- Leavenworth Times
- McPherson Sentinel
- Newton Kansan
- Ottawa Herald
- Pratt Tribune
- St. John News
- Wellington Daily News

The newspapers acquired elsewhere include:

- Nebraska City (Neb.) News Press
- Syracuse (Neb.) Journal-Democrat
- Hamburg (Iowa) Reporter
- Independence (Mo.) Examiner
- Chillicothe (Missouri) Constitution-Tribune
- Boonville (Mo.) Daily News
- Linn County (Mo.) Leader

This marks the largest acquisition to date for CherryRoad Media, which entered the newspaper industry in late 2020 with the purchase of the weekly Cook County (Minnesota) News-Herald. It has since acquired four titles in Arkansas, one in Alabama, and started the Rainy Lake Gazette in International Falls, Minnesota, in July.

CherryRoad Media is a whole owned subsidiary of CherryRoad Technologies, a Parsippany, New Jersey-based technology

company that has been in business since 1983. CherryRoad provides complex technical solutions and system integration services to large enterprise customers, particularly state and local government entities.

CEO Jeremy Gulban said the company decided late last year to look at the local newspaper industry because they felt there was a need for an infusion of technology from a supportive side as opposed to a competitive side.

"We are very excited to be working with such a talented group of people to serve these communities going forward," said Jeremy Gulban. "We plan to bring the focus back to local news and to offer additional digital solutions to supplement the printed newspapers. I want to thank the team at Gannett for working with us to find a good home for these important community institutions."

**This marks the largest acquisition to date for CherryRoad Media, which entered the newspaper industry in late 2020.**



Two 2021 Kansas Newspaper Hall of Fame inductees, Tom Slaughter (far left) and Roxana Hegeman (far right) are shown with past Hall of Fame members who attended the gala: Doug Anstaett, Gary Mehl, Tom Throne, John Hanna and Ralph Gage.

## Scenes from KPA President's Gala 2021



On hand to recognize the Hall of Fame induction of Joel Klaassen were (from left) Orvin Voth, Laura Fowler Paulus, Shelley Plett, Janet Voth, Joey Young and Lindsey Young. The Voths are Klaassen's sister and brother-in-law.



There to honor the late Lloyd Ballhagen were (from left) Eunice Arndt, son Clint Ballhagen and Robin Sanders, Lloyd's longtime administrative assistant.



Mara Rose Williams of the Kansas City Star accepted the Boyd Community Service Award for her newspaper.



Wichita Eagle honorees included Jean Hays (left), who was named the Gaston Outstanding Mentor, and Chance Swaim and Dion Lefler, who won the Victor Murdock Award for their series involving of an attempt to smear Brandon Whipple, a Wichita mayoral candidate.

## MARKETPLACE

Use the information below to review open positions in journalism in Kansas and elsewhere or to find miscellaneous items for sale, including newspapers. For KPA members, the first 35 words are free. Ads run for 60 days online unless renewed. To place an ad, click here.

### MANAGEMENT

**EDITOR AND GENERAL MANAGER** – of a vibrant Texas Hill Country community weekly. Are you ready to take your reporting (sports and general) and management skills to the next level? Strong writing ability, reporting experience, community relations sensibility, and organizational skills are vital. Broad newspaper responsibilities will provide an opportunity to be involved in every level of weekly newspaper management, but direct previous management experience is not required. Layout experience a must. This is the perfect small-market management position! Wesnermedia@gmail.com Job Type: Full-time - Salary/pay is negotiable.

**PUBLISHER** – Seeking candidates to replace retiring publisher for the Stillwater News Press, an award-winning newspaper in one of Oklahoma's best markets – the home of Oklahoma State University. This individual will oversee all operations of the New Press and help navigate print and digital products to future successes. Great benefits and bonus plan. Send letter and resume to CNHI Group Publisher Dale Brendel at publisher@joplinglobe.com.

**PUBLISHER** – Three newspaper paper group in southwest Oklahoma is seeking candidates for the publisher's position. Candidates should be experienced in community journalism, preferably with a background in advertising and marketing, but also with an understanding of newsroom operations and managing employees. Candidates must also be leaders with strong people skills. Please email a cover letter and resume to Scott Wesner at wesnermedia@gmail.com.

### NEWS

**SENIOR REPORTER** – Kansas City PBS is seeking a Senior Reporter for Flatland. Under the supervision of the Managing Editor, the senior reporter will work across platforms and departments to produce in-depth, magazine-style stories and multimedia news content that is equally thoughtful and compelling about important civic affairs topics in the Kansas City area. SALARY RANGE: \$45,000-\$55,000. If interested in this exciting opportunity, send cover letter, resume, and an example of your writing skills to humanresources@kansascitypbs.org. Please include in your cover letter how you learned about this position. KCPBS is an E-Verify, Affirmative Action and Equal Opportunity Employer.

**NEWS EDITOR** – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a News Editor who can build sources and dive into local issues. Duties include page layout, feature writing, coverage of local government boards, and copyediting. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who does not shirk from the hard questions. This person must have the ability to work productively in a team setting. Must be aggressive and adept at setting priorities and reordering them as needed, particu-

larly under deadline pressure or as circumstances change. The person should have strong editing and writing skills. The position will also require news page pagination and knowledge of InDesign. Salary based on experience. Send cover letter, resume with references and writing samples to Kim Maguire General Manager at the email address advertising@abilene-rc.com.

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

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

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

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

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

**EDITOR** – Come join our team as we grow! Weekly newspaper located in Texas is in search of a great editor. The leader we seek will be hands-on in all parts of our weekly newspaper, from covering sporting events and city council to layout and photography. Community involvement is a must. Experience in Indesign and Photoshop is preferred but not required. For more information, please submit your resume and cover letter to swood@ntin.net

**EDITOR** – The Shawnee Mission Post is hiring an Audience Engagement Editor to ensure our coverage of Johnson County reaches the people who will value it most. The new staff member will be charged with leading the organization to the next level in its use of social media. Click here for details.

**EDITOR/REPORTER** – Come grow with us! The Community Voice, an award-winning multi-platform bi-weekly publication seeks an Editor/writer to join our team during an exciting chapter of innovation and growth. This individual will lead a small but growing team of journalists with the goal of expanding our relevance, impact and reach. The ideal candidate is a first-rate and creative reporter with expertise in creating content that is relevant to a diverse readership, and must have demonstrable cultural competencies covering communities of diverse backgrounds and issues. This person will report, write and manage reporters. Prior supervisory and content management experience, including work as an editor for a first-class college newspaper, is preferred. This person will work in Wichita, KS. Our coverage area is the state of Kansas and the Kansas City Metro Area. Send resume, cover letter, reference and writing samples to gooch@tcvpub.com.

**ENTERPRISING REPORTER** – Distinguished, independently owned paper seeks dedicated contributor to weekly showcase of engaging, human-focused features. Salary \$27,000 to \$34,000, plus insurance. Relocate to artsy Flint Hills community with strong schools, two resort lakes. job@mnks.us.

**REPORTER & MANAGING EDITOR** – Seeking to fill two full time positions: general reporter

## MARKETPLACE/CONT. FROM PAGE 6

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](mailto: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](mailto:dgraham@examiner-enterprise.com).

**REPORTER NEEDED** – now for western Kansas twice-weekly, near lake with state park and federal reservoir, great hunting, fishing hiking, biking. Cover city and county, schools and more, features and creative coverage. Help with page design, learn the craft of newspapering. Pay competitive, based on experience, plus benefits. Contact Dana Paxton, general manager, at [dpaxton@nwkansas.com](mailto:dpaxton@nwkansas.com), and Steve Haynes at [steve.haynes@nwkansas.com](mailto:steve.haynes@nwkansas.com) EOE/M/F/D/V (1-4)

### ADVERTISING

**RETAIL ACCOUNT EXECUTIVE** – The Great Bend Tribune is seeking a full-time Retail Account Executive or Sales Team Leader to join their award-winning team. This strategic position will be responsible for bringing innovative advertising solutions to local businesses in Central Kansas. The right candidate will be a resourceful, performance-driven professional that has the tenacity to grow sales and market our customers. Computer and presentation skills are required for this position as well as a good driving record and reliable transportation. The ideal candidate will have experience selling both print and digital advertising with a proven track record of delivering meaningful and compelling solutions for clients. He/she must be a team player willing to inspire and be inspired by being part of a dynamic media company focused on customer service. Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use professional selling techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share. Compensation includes a base plus commission with established account list and benefits. To apply send your resume and cover letter to: Judy Duryee, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: [jduryee@GBTribune.com](mailto:jduryee@GBTribune.com)

### PRODUCTION

**PART-TIME PRESS OPERATOR** – The CourierTraveler in Cowley County is looking for a

part-time person in our production department to help operate our printing press. We are looking for somebody mechanically-inclined, dependable and who values quality work. The CT prints several other newspapers in the area and we seek to grow that service. Experience with commercial printing is a plus but we will train the right person. Evening hours and flexible schedule. Please call David A. Seaton at 620-442-4200 or email [daseaton@ctnewsonline.com](mailto:daseaton@ctnewsonline.com).

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

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

### PRINTING OPTIONS

The Manhattan Mercury can print your newspaper at a competitive rate, with award-winning quality. Contact Ned Seaton, 785-776-2200, ext. 255, or [nseaton@themercury.com](mailto:nseaton@themercury.com). Keep your printing in Kansas with a local, family-run business.

### NEWSPAPERS FOR SALE

**FOR SALE** – Free distribution, niche publication located in Kansas. Owner looking to retire. The publication is profitable and has a strong print and digital presence. Serves a tri-state area. If interested, please email Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com). Emily will then pass along your interest to the publisher.

NE Kansas weekly in high growth area for sale. Owner wants to retire. Will consider any reasonable offer. Please email Emily detailing your interest and she will forward the email to the owner for further communication.

Western Kansas county seat weekly. Solid advertising base. Progressive community with growing population. Inquire through KPA by emailing [ebradbury@kspress.com](mailto:ebradbury@kspress.com)

## KPA STAFF

### Emily Bradbury

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

### Judy Beach

Bookkeeper  
[jbeach@kspress.com](mailto:jbeach@kspress.com)

### Amber Jackson

Advertising Director  
[ajackson@kspress.com](mailto:ajackson@kspress.com)

### Lori Jackson

Administrative Assistant/Advertising  
[ljackson@kspress.com](mailto:ljackson@kspress.com)

### Emma Platt

Office Intern  
[eplatt@kspress.com](mailto:eplatt@kspress.com)

## KPA CONSULTANTS

### Doug Anstaett

Consultant  
Editor, Kansas Publisher  
[danstaeatt@kspress.com](mailto:danstaeatt@kspress.com)  
(785) 249-1108

### Max Kautsch

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

### Mike Kautsch

Media Law  
Director, Kansas Institute  
for Governmental Transparency  
[mike.kautsch@lexluminallc.com](mailto:mike.kautsch@lexluminallc.com)

## FRIENDS OF KPA

### Ron Keefover

Retired, Kansas Court System  
[ronkeefover@gmail.com](mailto:ronkeefover@gmail.com)  
(for questions on cameras in the courtroom and KORA-KOMA as it relates to the court system)

### Allison Mazzei

Executive Director  
Kansas Association of Broadcasters  
[allison@kab.net](mailto:allison@kab.net)

# A checklist for the last quarter of 2021

It's October. Can you believe it? This year has seemed like a racing car and a slow-moving train, all at the same time. I hope you all are enjoying the cooler weather and pumpkin patches.

I like to use this space about twice a year to remind you of a few housekeeping items we need from you to get the new year off on the right foot. I like check-off lists and reminders, so think of this as me helping you, helping me, help you.



**Emily Bradbury**

(Unsure of your login credentials? Email [projectcoordinator@kspress.com](mailto:projectcoordinator@kspress.com))

Take a look at your member data page on the KPA website here. Is it accurate? If not, update your information in the [Member Portal](#).

Upload at least one story for the

[Kansas Positive Press](#) newsletter.

Register for the 2021 KPA Montgomery Family Symposium on Friday, Nov. 14. FREE webinar! [Register here](#).

## November 2021

Friday, Nov. 14 from 11 a.m. to 12:45 p.m. – Join us for the 2021 KPA Montgomery Family Symposium, “The Two ‘S’ Words:

Sustainability and Succession.” This webinar is FREE but registration is required (see above).

Upload any new rate cards to your [KPA Member Portal](#).

If you have not done so already, sign up to run the KDAN and KCAN Networks for 2022.

Upload at least one story for the Kansas Positive Press newsletter.

Make sure your county is registered in the 2022 Sunflower State Spelling Bee (Questions? Email Amber at [ajackson@kspress.com](mailto:ajackson@kspress.com))

Sell KDAN ads for any events hap-

pening in your town and/or area. Remember, you keep half of the sale.

Enjoy your Thanksgiving holiday. KPA Office will be closed Thursday, Nov. 25 and Friday, Nov. 26

## December 2021

Upload at least one story for the Kansas Positive Press newsletter.

Friday, Dec. 10 at 11:30 a.m. - Brown Bag and B.S. with the Kansas Bar Association. Have a question about the courts? Have a question about the legal process? Ask expert panelists during this webinar.

Pay your 2022 KPA dues and request member items.

Have the best holiday season available to you! The KPA Office will be closed Dec. 23-24 and Dec. 30 – 31.

Until next time ...

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

## October 2021

Publish your 2021 USPS Publisher's Statement of Ownership by Oct. 31.

Upload your 2021 USPS Publisher's Statement of Ownership to your [KPA Member Portal](#) ac-

## Gala

Continued from Page 1

### Boyd Community Service Award

Kansas City Star, for its “Truth in Black and White” series on the newspaper's shortcomings in the coverage of race through its history.

### Kansas Press Association presidents

Travis Mounts, 2019-2020 president, Sentinel Newspapers.

Joey Young, 2020-2021 president, Kansas Publishing Ventures.

Robin Wunderlich, 2021-2022 president, Eureka Herald.

Others recognized at the gala but honored this past summer at AOE included:

### Photographer of the Year

Travis Heying, Wichita Eagle.

### Graphic Artist of the Year

Eric Meyer, Marion County Record.

### Journalist of the Year

Sherman Smith, Kansas Reflector.

Sponsors of the gala included: AARP of Kansas, Blue Cross Blue Shield of Kansas, BOK Financial, Coda Ventures, eType Services, Eureka Herald, ITC, a Fortis Company, Kansas Electric Cooperatives, Kansas Farm Bureau, Kansas Gas Service, Kansas Newspaper Foundation, Midwest Energy, Inc., MODULIST, Our Hometown, Sunflower Electric Power Corporation, The University of Kansas and TownNews.com.

## Slimp

Continued from Page 2

tems), it might be worth ordering a copy of Publisher for \$55 and having one of your designers give it a spin.

If your composition is heavily dependent on XML tags and InDesign libraries,

however, I'd suggest sticking with InDesign for the time being.

*Kevin Slimp has been a popular consultant and speaker in the newspaper industry since developing the PDF remote printing method in 1994. His upcoming webinars on design, circulation and software can be found at [newspaperacademy.com](http://newspaperacademy.com).*

**I like to use this space about twice a year to remind you of a few housekeeping items we need from you to get the new year off on the right foot.**

## Digital ad law guide available to members

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 streamlined guide can be accessed at the KPA website under Member Services, Media Law Library, or by [clicking here](#). The guide includes a number of links to more information. It includes the rules on political advertising as well.

## When in doubt, call KPA's legal hotline

Max Kautsch is available by cell phone to answer member questions on the Kansas Press Association's Legal Hotline.

The Kansas Open Meetings and Kansas Open Records acts can be difficult to navigate at times, but Max is there to help.

Initial consultations come without a charge.

Call him at (785) 393-3039.