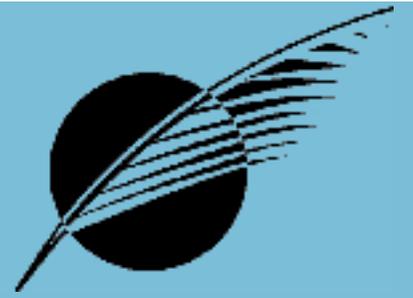


THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

OCT. 21, 2020

INSIDE TODAY

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Part 2 of Kevin Slimp's latest newspaper industry survey. He found both dailies and nondailies are hurting economically.

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John Foust says sales representatives need to be just as prepared for online presentations as for those done in person.

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Find a job or a newspaper for sale.

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Emily Bradbury discusses a number of changes in the Awards of Excellence competition.

KPA CALENDAR

DEC. 15

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

JAN. 11, 2021

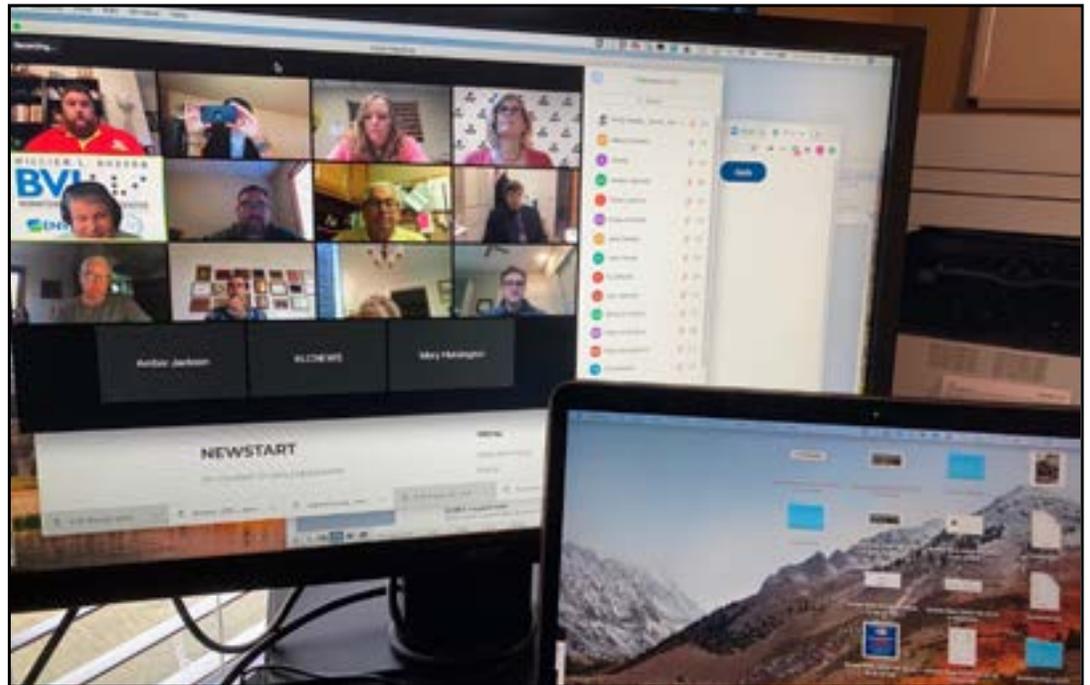
Opening day, Kansas legislative session, Topeka.

FEB. 15, 2021

Deadline for entries in the Awards of Excellence contest.

JUNE 2021

Kansas Press Association annual convention, Meridian Conference Center, Newton. Specific date pending.



Because of the COVID-19 issue, most of us have been meeting remotely through Zoom, Google Meet, Skype or other virtual tools. This is a screen shot from last week's Kansas Press Association board meeting.

Project advocates for local journalism

The Relevance Project is an energetic strategic partnership that unites state and provincial press associations to speed the resurgence of community newspapers in the United States and Canada. It's proud — regularly boastful — of newspapers and what they represent.

Kansas Press Association is one of those partners as a member of the Newspaper Association Managers.

So, why did members of NAM decide on the

project? Because it is designed to be a courageous advocate for trusted local journalism that engages, informs and serves readers who care about their communities.

What else is the Relevance Project?

It's a strong promoter of association advertising/revenue services at a time of great economic disruption.

See **RELEVANCE** on Page 4

Have you set up your donation page?

Last month, the Kansas Press Association offered a new program to allow readers and others to donate directly to support newspapers in Kansas.

Did you sign up?

The program is available to all Kansas Press Association members — and it's free.

Donations to each participating newspaper will be processed through the Kansas News-

paper Foundation so they qualify as charitable deductions for tax purposes.

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

KNF and Column will each retain 4 percent

See **DONATIONS** on Page 3

Survey shows dailies, weeklies facing similar economic straits

Each year, I survey U.S. publishers and general managers about the health of their newspapers.

During the late spring/early summer of 2020, I received completed surveys from participants representing 500 newspapers or groups.

Last month, I discussed some of the overall results of the survey, especially those related to financial health.

In this column, we're going to look at some of the differences noted between daily and weekly newspapers.

In some areas of the survey, there were few differences between weeklies and dailies.

For instance, when compared to two years ago, both groups report similar health. While 58 percent of weekly newspapers indicate worse overall health than two years ago, 63 percent of dailies gave the same response. Most newspapers in both groups answered "not bad" to "very healthy" when asked about their overall health, while 14 percent of weeklies and 19 percent of dailies indicated they were in poor health.

When it comes to page count, again we see some similarities: 68 percent of dailies

answered they had reduced pages compared to two years ago, while 61 percent of weeklies responded similarly.

Digging into other questions, we begin to see differences between dailies and

weeklies:

□ 71 percent of weekly newspapers are independent, with local owners, while only 27 percent of daily newspapers are owned and operated in their local communities.

□ The primary source of revenue for 98 percent of weekly newspapers is print advertising. The same is true for 81 percent of dailies, with subscriptions and digital advertising bringing in a higher percent of revenue than at weeklies.

□ While only 7 percent of weekly newspapers answered that their digital efforts were financially profitable, 22 percent of daily papers see a financial profit on digital platforms; 30 percent of weeklies and 43 percent of dailies indicate they see other benefits besides financial profit from their digital efforts.

□ 30 percent of daily newspapers report that more than 20 percent of their revenues come from "non-newspaper sources." Only 6 percent of weeklies responded the same way.

Speaking of digital, only 32 percent of daily newspaper publishers/managers responded that it "might be true" that they would be better off without a digital

version of their newspaper. That number jumps up to 44 percent for weekly papers, with an additional 15 percent indicating



Kevin Slimp

While 58 percent of weekly newspapers indicate worse overall health than two years ago, 63 percent of dailies gave the same response.

See SLIMP on Page 5

2020-2021 KPA BOARD

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KPA NETWORK WINNERS FOR SEPTEMBER

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in September 2020.

If you sell a KDAN or KCAN, which run in almost 150 Kansas newspapers, you keep half the money. So a \$1,900 2x4 ad will bring the selling newspaper a profit of \$950.

Sell outside of Kansas (SDAN or SCAN) or do direct placement in other papers and your newspaper gets to keep half the commission allowed to KPA by the other state press associations. Call Amber Jackson at KPA to get tips on how to sell these ads or to facilitate direct placements in other Kansas newspapers.

KDAN — Rural Messenger, three ads for a profit of \$1,260; Anderson County Review, two ads for a profit of \$1,650.

KCAN — GateHouse, one ad for a profit of \$150.

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

Avoid these mistakes in online presentations

These days, ad professionals are conducting more digital presentations than ever before. While there are some similarities with in-person meetings, there are some significant differences. Let's take a quick look at 10 of the biggest mistakes in online presentations:

1. Problems with technology. "Can you hear me now?" is more than a line from an old television spot; it's a reality of many online conversations. As you plan the presentation, be sure to consider the meeting platform, webcams, and desktop-tablet-phone differences. It's better to address those issues ahead of time than to be surprised when things are underway.



John Foust

2. Unprofessional appearance. Even if you're presenting from home or an informal business environment, it's important to look professional. While a business suit is not necessarily required, be sure to look neat. And don't forget to smile.

3. Camera movement. My wife had a recent call, in which one of the participants started walking around with his laptop computer. For several minutes, the camera treated everyone to jerky views of his ceil-

ing and kitchen cabinets, all while he was talking.

For goodness' sakes, keep the camera in one position.

4. Distractions. We all know it's not good to see someone fumbling with papers during a meeting at a conference table. That's just as bad in an online presentation, because it indicates disorganization.

In addition, be sure to clean up your background, so it is simple and free of clutter.

5. Hard-to-see exhibits and graphics. Advance planning is the key, here. If you display ads or charts, prepare carefully so everything will go smoothly. If you hold something up to the camera, make sure it is super-simple and in steady hands.

6. Winging it. There's a sneaky little voice in some salespersons' minds that says, "Hey, you're not meeting in someone else's office. You're in familiar surroundings, and you know so much about your product that you can make the sale just by talking off the cuff."

Don't listen to that voice. The only way to be at your best is to prepare and practice.

7. Not acknowledging everyone. There

is often a tendency to talk to the main contact and pay little attention to others in a meeting. That's always bad manners, whether face-to-face or on a screen.

8. Talking in a monotone. It's not just what you say; it's how you say it. One of the fastest ways to lose attention is to speak in a tone of voice that lacks energy and enthusiasm.

Put some excitement in your words.

One of the fastest ways to lose attention is to speak in a tone of voice that lacks energy and enthusiasm. Put some excitement in your words.

9. Talking too much. A remote call is not a license to "talk at" people. Whatever the format, a sales conversation should be a dialogue, not a monologue. Think of ways to encourage-

ment. Ask plenty of questions and respond to their answers with respect.

10. Not listening between the lines. Watch for facial expressions and listen for voice inflections, just like you do in on-site presentations. If you don't, you may miss something which could be a deal maker or deal breaker.

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

(c) Copyright 2020 by John Foust.

Donations

Continued from Page 2

of the donations as the fee to cover credit card fees.

Joey Young, the current president of KPA, likens the donation program to how National Public Radio solicits donations to help underwrite its programming.

His column on Page 4 encourages KPA members to get on board.

"We hope to roll something out soon, so in the meantime, do yourself a favor and contact Column to have them set you up with a giving page so your newspaper will be ready when the campaign is released to members," Young writes.

Here's how the program works:

1. Interested members who missed the informational webinar a few weeks ago can view it by [clicking here](#).

It takes just 30 minutes and is well worth the time investment.

2. Members will sign up for the program using Column's online portal.

3. Members can customize information through the portal, which takes about five minutes.

4. Members will be ready to solicit donations through their website, and other marketing activities.

If you have any questions, contact Amber Jackson at KPA at ajackson@kspress.com, who is coordinating the program for the association.

You also can contact Kevin King at Column at kevin@column.us.

Do you have a news item for the Kansas Publisher?

We're always looking for new items from our Kansas Press Association members. If you have a new editor, advertising manager or other staff member, have recently won an award, helped out on a community project or just want other members to know of a significant event, send it to danstaett@kspress.com or eburadbury@kspress.com.

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Donation platform another way to connect

National Public Radio has been a part of my life since I was in high school, trying to bone up on topics for future debate and forensics competitions on the weekends.

My debate coach encouraged all of us on the team to listen to NPR in the mornings when we were getting ready for school, as it was a great, passive way for us to be engaged and learn about what was going on so we could have background knowledge for upcoming speeches on topics ranging from domestic to foreign issues.



Joey Young

I am sure it will shock none of you reading this that I was a debate/forensics nerd in high school. While I showed no interest in newspapers back then, I was very much interested in current events and had a lot of opinions on how government should handle situations.

My NPR habit has gone up and down throughout the years, depending on what is happening in my life and what interests I have at the time, but I have always viewed it as a valid and solid source of information when I need it.

So do many people. That is evident by the daily sponsors and giving drives NPR does from time to time. NPR is not-for-profit, and they have managed to convince people to donate to their efforts to keep them available to the public.

Outside of focus of topic and business model, there really aren't that many differences between local community newspapers and NPR. Sure, NPR focuses

on a wider spectrum of topics, but just like NPR, local community newspapers are widely seen as a necessary source of news and information that the public likes to be available at a low cost.

Most of our newspapers are structured as a for-profit endeavor, though, and that has kept many of us from using the type of giving strategy NPR uses so successfully. That barrier is now gone.

Through Column and the Kansas Press Association, any for-profit newspaper can set up a nifty giving platform on their website and solicit donations through it. Some of you might have tried this through the Local Media Association during the height of COVID-19.

My company sure did.

We sucked at it. We simply didn't put any effort into the marketing, it became an afterthought, and while the effort did garner us a few extra sawbucks during the campaign, it wasn't anything significant.

The LMA set up wasn't as clean as the one Column has designed, and our company didn't put out a good campaign. We treated it too much like a regular house ad and not enough like an actual non-profit message on why someone should feel compelled to support us.

Talking to KPA Executive Director

Emily Bradbury about this, I have suggested that the KPA help out newspapers and come up with an ad campaign and a strategy for how to run a successful giving campaign, just like NPR does.

We hope to roll something out soon, so in the meantime, do yourself a favor and contact Column to have them set you up with a giving page so your newspaper

will be ready when the campaign is released to members.

I have instructed our own tech nerd to get on it as soon as he can so we can give this a legitimate effort like we should have the first time.

People recognize our efforts and our value in our communities.

If you do

a good job and people appreciate your newspaper, then it won't be a big stretch to have a few folks throw a shekel or two your way in addition to their yearly subscription.

The tools are out there; we just need to take advantage of them properly.

You can watch a video about how to set this donation program up by [clicking here](#).

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

Relevance

Continued from Page 1

- ☐ It's a strident collaborator with any and all ambassadors for our valuable industry.
- ☐ It's a hub of resources that are relevant, effective, turnkey and inspiring.
- ☐ It's a lab for ideas and innovation.
- ☐ It's a convener of smart minds looking to solve key problems.
- ☐ It's a bank of success stories and best practices.
- ☐ It's another source of brand messages to promote the importance of the newspaper media.
- ☐ It's a proponent of managerial integrity and forward-thinking.

☐ And, it aspires to help newspapers become THE Community Forum for future sustainability as a business and contributor to transparent, responsible democracy.

Tom Silvestri is the executive director of the Relevance Project, which seeks to convert local expertise into national prominence and proudly shouts out on behalf of the newspapers in the United States and Canada.

The first major thrust of the project is a series of ads designed to help boost your local advertising revenue.

[Click here to visit](#) the Relevance Project website, where you'll find all kinds of materials to help your newspaper.

Contact the KPA office for further information or to provide feedback.

Slimp offers session on PhotoShop, editing

Kevin Slimp is offering a 90 minute Advanced PhotoShop and Photo Editing webinar on Nov. 13.

Slimp said the session will teach both basic and advanced skills to make your photos pop right off the page.

The webinar is designed for both novice and experienced photo editors.

The session will focus on speeding up productivity, getting skin tones right, setting the perfect resolution, dot gain and individual color settings in PhotoShop.

Cost of the session is \$59.

To register for the seminar, [click here](#).

This law firm found a way to save on notices

By Hunter Bigge

Column (formerly eNotice)

Wilson, Brewer & Munson was recently asked to start using Column to place public notices with their newspaper of record.

Thanks to Column, the law firm has reduced time spent on public notice by 50 percent and gained confidence that they are getting the best deals for their clients.

Arkansas City sits along the southern border of Kansas, about an hour south of Wichita. The law firm has offices on Summit Street — just a few blocks from the Cowley CourierTraveler, the local newspaper serving Arkansas City and Winfield.

The law firm often publishes legal notices with the CourierTraveler. Whenever a law firm handles probate cases, for example, they are legally required to place a public notice in the local newspaper of record. At Wilson, Brewer & Munson, this responsibility falls on the shoulders of Keela Brewer.

Brewer has been placing public notices with the CourierTraveler for eight years. Given that her law office gets most of its business via word of mouth or foot traffic,

and that they work just a few blocks from the local newspaper, placing notices was relatively easy.

Even so, when the CourierTraveler staff announced that they were transitioning their public notice process to a new platform called Column, Brewer was open to trying out the new technology. Her existing process required typing up documents, communicating with the newspaper via email or phone and receiving invoices and affidavits in the mail. Brewer appreciated the paper's initiative to modernize.

"We switched our public notices to running through Column to improve the publication experience for our customers and transition into a more efficient system overall," said CourierTraveler publisher David Allen Seaton. After making the transition, Brewer saw immediate benefits from using the Column platform.

Simplicity

What first struck Brewer about Column's platform was its simplicity. Column replaces the complex, sometimes frustrating public notice placement process with an easy-to-navigate dashboard.

Despite its intuitive appearance, however, Column also gives Brewer deeper insight into the publication process — which increases her peace of mind.

When she drafts a notice, Brewer can see the paper's ad deadlines and trust that her notice will be run on time. After publication, Brewer can easily log back into Column to download the affidavit and upload it via e-filing to her local county court. With all relevant information and documents in one place, Brewer feels like she has a better grasp of the entire process.

Transparency

Sadly, the occasional miscommunication happens in the world of legals. Brewer has seen some notices formatted poorly, or displayed in a way that didn't match her expectations. Sometimes, notices turn out to be more expensive than she anticipated.

With Column, Brewer no longer has to worry. During placement, Column provides a proof that shows exactly what the notice will look like when it runs in print.

Brewer commented, "I appreciate

See COLUMN on Page 8

Slimp

Continued from Page 2

they believed they "would be better off" without a digital version. Add those together and 59 percent of weekly respondents answered they might, or would, be better off without a digital version of their newspaper.

One answer that has changed significantly since I began surveying newspapers six years ago is "How long do you think you will continue to produce a printed newspaper?"

In 2015 and 2016 surveys, more than 90 percent indicated they would be producing newspapers more than 20 years into the future. In this most recent survey, roughly 48 percent of weeklies and 39 percent of dailies expect to be printing papers more than 12 years from now.

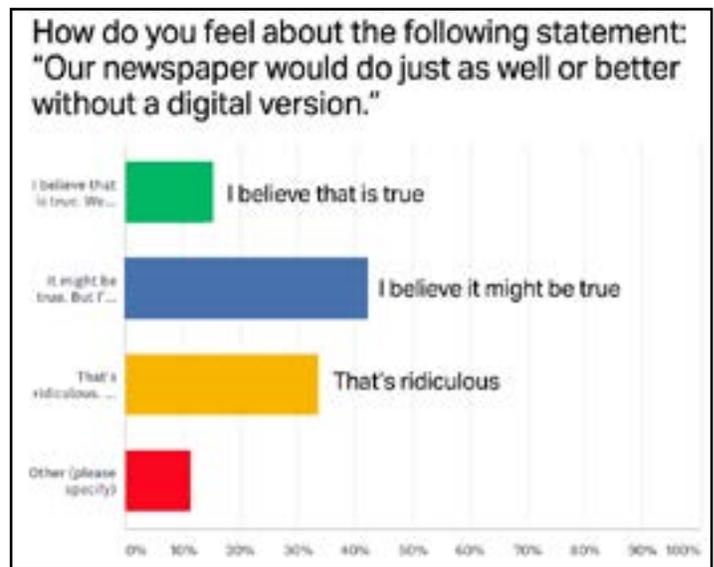
What about all that "fake news" we keep hearing about?

Fortunately, fake news is "fake news" in most places. While it is a problem for many daily newspapers where 21 percent of respondents answered that more than 25 percent of the folks in their communities consider them to be fake news, weekly newspapers seem to be more trusted by their communities.

Only 2 percent of weekly newspapers answered, "more than 25 percent," while 39 percent of weeklies responded, "That's silly. None. Zero."

Also, 51 percent of weeklies answered, "Somewhere between 1 and 10 percent."

I guess it just goes to show, there are always a few crabby readers out there.



In the 2020 survey, hundreds of respondents sent in advice and suggestions about things that have worked at their newspapers.

In my next column, we'll take a look at ideas newspapers have come up with to increase revenue and readership.

Yes, 12 percent of weeklies and 17 percent of dailies report being in better overall health than two years ago.

We're going to find out why.

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

MARKETPLACE

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

MANAGEMENT

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

NEWS

JOURNALIST WANTED – If you are an eager, hungry journalist with feet planted firmly in both the old-school print as well as the digital and social media worlds, the Great Bend Tribune, a sweepstakes award-winning daily, is looking for you. We need someone in our newsroom with a nose for news and the stories behind the stories. They must be reliable, accurate while being great communicators comfortable with the diverse platforms used by newspapers today. Job entails beat reporting, updating social media sites, and creating news content the Tribune and its special sections. There will be evening and weekend work. If this fits you and you want to be a part of our news team, please send letter, writing samples, resume and references to Dale Hogg, managing editor, Great Bend Tribune, 2012 Forest Ave., Great Bend, Kan., 67530, or to dhogg@gbtribune.com.

REPORTER & MANAGING EDITOR- Seeking to fill two full time positions: general reporter who can also cover sports (five school districts and multiple city and county entities); and full time managing editor with 3-5 years minimum management experience. Knowledge and proficiency in taking photos and AP style writing is preferred. Some evening and weekend hours required. Successful candidates will live in Osage County. Competitive wages and benefits. Please send resume to: The Osage County Herald-Chronicle, 527 Market Street, Osage

City, KS 66523 or email to Catherine Faimon, faimonc@gmail.com.

REPORTER - The Bartlesville Examiner-Enterprise is looking for a full-time reporter to cover local news in northeast Oklahoma. Candidates should have experience taking photos as well as shooting and editing video, and know how to use social media to grow an audience. Preferred: Degree in journalism or related field; previous experience at a daily newspaper or other professional news organization. Send letter of interest, resume, three references and story clips to Doug Graham, News Editor, at dgraham@examiner-enterprise.com.

COPY EDITOR/PAGE DESIGNER - Newspaper and digital media company in vibrant Midwestern college town is seeking a talented copy editor/designer to work on a team that edits a variety of content and designs both print and digital pages. Candidates should have excellent writing and grammar skills, as well as a command of AP style and experience laying out print pages with Adobe InDesign. The job requires evening and some weekend and holiday hours. Duties include editing stories for print and online, writing engaging headlines, designing news and sports pages and working closely with other night editors to produce a high-quality publication on deadline. The Lawrence (Kan.) Journal-World operates a six-day morning newspaper that is delivered to about 10,000 households in Lawrence and northeast Kansas. In addition, the company operates LJWorld.com, a comprehensive news website that attracts about 25,000 daily users and is supported by a strong base of digital subscribers. The company also publishes KUsports.com, which provides complete cover of athletics at the University of Kansas. Lawrence is a growing community of about 100,000 people, and is a short 30-minute drive from the Kansas City metropolitan area. Lawrence is home to the University of Kansas, and offers a host of cultural and sporting amenities to its residents. The company offers a competitive wage based on experience and qualifications. The company's benefits package includes health insurance, paid vacation, sick leave, and 401(k) retirement plan. Applicants should send a cover letter and resume to Managing Editor Kim Callahan at kcalahan@ljworld.com. Finalists also should

be prepared to take a copy editing test as part of the interview process.

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

ADVERTISING

MAJOR ACCOUNTS SALES EXECUTIVE – The Lawrence Journal-World in Lawrence, KS is seeking a motivated salesperson to join our advertising sales team. As the Major Accounts Sales Executive, you will call, email, and visit major accounts, discover their needs, and present proposals that will help them reach their goals through advertising in the LJW print newspaper and LJWorld.com, KUsports.com and other digital products. If you like meeting with clients and have strong presentation and computer skills, then we want to meet you. A college degree and experience in sales are preferred. Cold calling is an essential part of this job. Reliable transportation is a must. Base salary starting at \$32,000 plus strong commission plan. Salary will depend on qualifications and experience. Benefits include paid time off, paid holiday, insurance and 401k. Interested? Email your resume and cover letter to advertising@ljworld.com.

RETAIL ACCOUNT EXECUTIVE – The Great Bend Tribune is seeking a full-time Retail Account Executive or Sales Team Leader to join their award winning team. This strategic position will be responsible for bringing innovative advertising solutions to local businesses in Central Kansas. The right candidate will be a resourceful, performance-driven professional that has the tenacity to grow sales and market our customers. Computer and presentation skills are required for this position as well as a good driving record and reliable transportation.

The ideal candidate will have experience selling both print and digital advertising

See MARKETPLACE on Page 7

MARKETPLACE/CONT. FROM PAGE 6

with a proven track record of delivering meaningful and compelling solutions for clients. He/she must be a team player willing to inspire and be inspired by being part of a dynamic media company focused on customer service. Responsibilities include: Develop and maintain positive and productive relationships with our clients and staff, use professional selling techniques and marketing skills to close sales or upgrade existing accounts, increase and build client base, provide client feedback to internal team as appropriate, effectively communicate sales information and opportunities internally, calculate, input and maintain records of sales, attend training and meetings as appropriate, network with local community professionals and assist in developing and growing market share. Compensation includes a base plus commission with established account list and benefits. To apply send your resume and cover letter to: Mary Hoisington, Great Bend Tribune, 2012 Forest Ave., Great Bend, KS 67530 or email: mhoisington@gbtribune.com

PRODUCTION

PART-TIME PRESS OPERATOR — The Great Bend Tribune is seeking a part-time press operator to join our printing team. The ideal candidate will have previous web press experience, including print of process color and press make-ready. Good work ethics along with mechanical skills and ability to react quickly

to print related problems. We are willing to train the right person. Job requirements include: • Current valid driver's license with clean driving record, ability to pass a written fork lift test and train on lift; • Color vision and depth perception; • Ability to lift a minimum of 75 pounds; • Ability to read and comprehend written and/or oral English instruction along with ability to communicate effectively with team members. To submit a resume with references or request an application contact jaudus@gbtribune.com.

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. Keep your printing in Kansas with a local, family-run business.

NEWSPAPERS FOR SALE

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

136 year old weekly newspaper in southeast Kansas. Owner wishing to sell publication, which he has owned for 39 years. Steady subscription base, located in historic Kansas town. Inquire through KPA by emailing ebradbury@kspress.com. (6-14)

Updated ad law guide available

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

The 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.



THIS MONTH'S QUESTION

Q. Is the Kansas Press Association going to work on legislation in the upcoming session to limit what public agencies can charge for access to public records?

A. Yes, We have been working on legislation the past several months that will dovetail with Attorney General Derek Schmidt's recently announced guidelines on such charges. We believe he's on the right track, but we think the only way to put real teeth into the "guidelines" is to codify the language in statute. That is our goal.

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

AOE changes designed to boost participation

We are making a few changes and we think you might like them. What do you do during a time of unprecedented change and uncertainty?

You take a look at your programming and see what you keep and what you let fall away.



Emily Bradbury

No time like the present, right?

This is where you roll your eyes and argue this might not have been the best strategy – even I am rolling my eyes – but here we are.

While we are still identifying key services to keep/add/

delete, we have made two changes that we think you will love (or at the very least like). The new Awards of Excellence contest deadline has been moved to **after** the holidays, convention has been moved to the summer and the contest divisions have altered to reflect competition based

on circulation and not on daily/weekly categories.

OK, we made three changes – math is challenging.

First, the contest deadline will be Monday, Feb. 15, 2021.

What does this mean? No crazy uploading the week before Christmas.

Consider this a small gift to you on behalf of the KPA staff.

Second, all entries published between Nov. 1, 2019 – Dec. 31, 2020 will be eligible for entry in the 2021 AOE contest.

Third, the KPA Convention has been moved to June 2021. The specific date will be released next week. This allowed the contest deadline to be extended. Yea!

Fourth, there will no longer be daily/nondaily divisions. All divisions will be based on circulation. While this change

may be alarming to some, we believe that this will provide more competition while encouraging even more members to participate in the contest.

Finally, we have added a Best Graphic Designer category to our contest. This category joins the Photographer and Journalist of the Year categories. Get your design portfolios ready!

OK, we made FIVE changes, but I think you will be happy with most of them. If not, we will gladly take your complaints under advisement and adjust accordingly. This past year has made us pretty good at the pivot.

The 2021 Call for Entries will be sent out later this month.

Emily Bradbury is executive director of the Kansas Press Association.

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Column

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seeing the proof before submitting the notice, because I'm able to make sure the legal looks great."

If the newspaper makes changes to the notice after submission, Brewer gets an email with the updated proof. Through Column's real-time price calculator, Brewer also gains insight into how much a notice will cost, and she can make copy and formatting changes through the platform to how the price adjusts.

Brewer said that seeing how her edits affect price has helped her understand the most efficient way to format notices, always making sure she gets the best deals for her clients. Given the money she saves by formatting, Brewer said "the processing fee is totally worth it."

Time Savings

Column's added simplicity and transparency lead to immediate time savings for Brewer. She has seen a 50% decrease in the time she spends filing public notices. This frees her up to do other tasks and focus on her clients.

Even though the CourierTraveler is right down the street, Brewer usually needed to communicate with the newspaper throughout the publication process.

Column reduces that back-and-forth emailing and calling by keeping Brewer and the newspaper on the same page.

Through the platform, Brewer can submit a notice, see a proof, pay a bill and download her affidavit in less than five total minutes. And she can do so at any time, any day of the week.

Standardization

Sometimes, however, Brewer places notices with newspapers other than the CourierTraveler. She said that in a perfect world, she could log into Column to handle all of her legal notices — even if they aren't in her usual paper.

"Sometimes it is very difficult placing a notice with a newspaper, because you have to go to try and find their website, look up their phone number, talk to them on the phone and they'll ask you to email it to them with specific criteria. I wish I could simply place all of my legals through this portal," Brewer said.

With Column, Brewer just has to select the newspaper she wants to publish her notice and execute one easy, standardized process. If every newspaper were on the platform, placing a public notice would always be that simple.

Hunter Bigge is a Column representative assigned to Kansas. He can be reached at hunter@column.us.

In-county postal rates should see no increase, NNA announces

In-county newspaper postage rates apparently won't see an increase in prices for 2021 if presorted to carrier-route level, the National Newspaper Association announced.

NNA said Marketing mail, High-Density Plus and Saturation sortations will also see no price increase, while regular High Density will see increases roughly in the 2.8 percent to 4.2 percent range.

High Density and High Density Plus are sortations unique to Marketing Mail, which requires walk-sequenced mail preparation in a class formerly considered Bulk Mail or Third-Class mail.

High Density requires 125 pieces per carrier route, while High-Density Plus requires 300 pieces per carrier route.

The proposed rates must be approved by the Postal Regulatory Commission before they go into effect in January 2021, but NNA predicts the PRC will allow these rates without objection.

In addition to the flat rates for 2021 and the new flats trays discount previously announced, USPS is proposing a discount of \$.002 per piece for newspapers using both Full-Service and Seamless Acceptance processes.