

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

NOV. 17, 2021

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KPA CALENDAR

NOV. 19

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

DEC. 15

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

DEC. 15

Brown Bag and B.S. See story at right.

TODAY'S QUOTE

"Newspapers cannot be defined by the second word – paper. They've got to be defined by the first word – news."

– Arthur Sulzberg, Jr.



Steve Smethers, (right) director of the A.Q. Miller School of Journalism at Kansas State University, moderated a panel during the annual Huck Boyd Lecture Nov. 2 about how the news media can report more accurately on the indigenous community in the United States. Panelists included (from left) Audrey Swartz, Nate Armenta and Debra Bolton. To read more about the event in the Kansas Reflector, [click here](#).

Montgomery Symposium is Friday

Focus will be on sustainability, succession at our newspapers

This year's Montgomery Symposium will focus on sustainability and succession for community newspapers.

The seminar will be a Zoom meeting.

Presenters at the 11 a.m. event this Friday will be 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 Reed College of Media.

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



Teri Finneman

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

Grant applications for the 2022 Montgomery Family Innovation Grant will be given to participants during the webinar.

Up to \$5,000 is available.

Registration is required, so [sign up here](#).

Brown Bag session to look at courts

Do you have questions or concerns about your access to court news? Do you wonder why you can't get access to certain files that you did in the past?

If so, the December Brown Bag and B.S. session should be of interest. It will be a Zoom event at 11:30 a.m. Friday, Dec. 10.

"Courthouse Reporting in the Modern Era" will be a joint webinar with the Kansas As-

sociation of Broadcasters and the Kansas Bar Association.

We will have a judge, a district attorney and a defense attorney on the webinar.

What do you want to know? Do you have questions about records access? Court procedure? Judicial terms?

[Register here](#) and let us know if you have other questions for the panel [here](#).

Slimp believes extra monitors might double his work output

Today, I'm going to invite you into my office to see how I work and some of the tools I use.

Those have been to my webinars have seen the printers, lights and wall decorations behind me. Today, we will reverse the lens and see what I see when I'm sitting in front of the camera.

We live in a deadline-driven world, and time is crucial. A few minutes saved while working on a project might mean the difference between profit and loss. Whether I'm redesigning a newspaper, creating a book cover or editing a manuscript, you can bet I'm going to find the fastest way to get the job done without any loss in quality.

If you were sitting in my chair, you'd see three very large monitors. Two are directly in front of me. The other is on my left. Until three or four years ago, I was a "one monitor guy." That was before I met four young men who started a company just down the hallway from my office.

In two years, their little business had grown into one of the largest businesses in the self-storage industry, with offices all over the world. The first time I walked into their office – yes, they still shared one large office – I saw each of them, standing in front of three large moni-

tors. They were writing software code, overseeing sales and doing all the other tasks involved in owning a business like theirs. I asked them about their monitors and they explained they didn't have time to switch between applications. Everything they needed on their computers was always in front of them.

I went right back to my desk and ordered two 34-inch, hi-def monitors. My output increased so much, I added a third. The 32-inch monitor had an aspect ratio of 16:9, versus the 21:9 aspect ratio on the 34-inch monitors.

What does this mean? It means the 32-inch monitor is much better and even seems bigger, than the 34-inch monitors. Lesson learned. I bought a fourth monitor, a second 32-inch version, and settled

on two 32-inch monitors and one 34-inch monitor.

When the pandemic began, I moved everything home. I soon learned I could get more done at home than at the office. So, while there is usually someone at our company office, I rarely stop by there.

I purchased hydraulic monitor arms for my desk, allowing me to move the monitors higher, lower, or side-to-side with the touch of a finger. I bought a much wider desk, allowing me plenty of room to work and space for the computers, monitors, drives, etc.

On my desk are two computers. One is a new Mac Mini, upgraded with the maximum amount of memory and hard drive. The other is a MacBook Pro, which I use when I go out to speak.

I like to keep everything on both computers, so there aren't any surprises when I'm in front of an audience. The MacBook is connected to the 32-inch monitor on

my left. I often have a movie, TV-show or ballgame running on that monitor while I work. The necessity for background noise results from working a lot of hours, often until 2 or 3 a.m.

On top of the Mac Mini, you will find five backup drives. Yes, you read that correctly. I have five backup drives connected to my

main computer. Having multiple backups has saved me more times than I can remember. At the cost of \$80-\$150 each, I'd be foolish not to have them.

In addition, my computers are connected to Backblaze, which creates a continuous backup of all my files "in the cloud."

Besides backup drives and cloud backups, we use an online service called box.com, which holds essential files on a server. It allows everyone to work together from home as if we're in the same building. It's not cheap, but it's well worth it for the type of work we do. We also have several dropbox accounts.

We've learned there are times when box.com works better (when we want



Kevin Slimp

I asked them about their monitors and they explained they didn't have time to switch between applications. Everything they needed on their computers was always in front of them.

2021-2022 KPA BOARD

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See SLIMP on Page 5

Making a sale is just first step in process

Let's take a look at the sales cycle. For our purposes, the focus is on advertising media sales, but this concept can apply to any business. Although the cycle has a beginning and an end, the end leads to a new beginning.



John Foust

We'll limit our 30,000-foot view to four steps, each of which could feature multiple sub-categories. Start by imagining a circle which is divided into four quadrants. Quadrant 1 is located in the top right, and we move clockwise to Quadrants 2, 3 and 4.

Here's how it works:

1. Sale. For simplicity's sake, Quadrant 1 represents everything in the sales process, including: identifying prospects, pre-meeting research, appointments, presentation techniques, discovery questions, initial and follow-up contact, answering objections, and closing or advancing the sale.

2. Delivery. After the sale is made, it's time to deliver what has been sold. Quadrant 2 contains everything in the ad creation and production process: creative strategy, ad tactics, target audiences, copywriting, and ad design.

3. Outcome. Results are in Quadrant

3. Are the ads working? Or more to the point, are the ads meeting or exceeding the advertiser's expectations? If the answer is "yes," you're on solid ground. If the answer is "no," there is some work to be done to change the outcome.

It's all about expectations. If the client is running image ads, it's difficult to measure results, because that would require relying on public perceptions, and perhaps market research or focus groups.

Response ads are easier to measure. A specific promotion either works or it doesn't. A clearance sale either generates revenue or it doesn't.

4. Judgment. Quadrant 4 represents the verdict, the conclusion that resides in the client's mind. Just think of the old movies that show a Roman emperor giving a thumbs-up or a thumbs-down sign at a gladiator contest.

If the outcome of the advertising is perceived as positive or promising, the judgment will be thumbs-up. But if the outcome is seen as negative, they'll give it a thumbs down.

We see this process as a cycle, because the judgment step leads back to the sales

quadrant. A thumbs-up judgment means the next sale will be easier, because the advertiser is pleased with the outcome. Thumbs-down means the next sale will be much more difficult – with big resistance to overcome. He or she thinks, "The ads didn't work, so why in the world should I spend my hard-earned money to run more ads in that paper?"

You see, when it comes to judging the effectiveness of an advertising campaign, clients usually base their decisions on what happens when the ads run, not on what they were told in the beginning of the process. Results

speak louder than words.

The bottom line is that making a sale is just the first step. When the ads start running, it's all about delivering positive outcomes, which lead to positive judgments. Those positive judgments can easily lead to more sales – and loyal, long term advertisers.

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

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When the ads start running, it's all about delivering positive outcomes, which lead to positive judgments.

Jeannie Eblen inspired generations

Jeannie Kygar Eblen, who inspired generations of journalists with her boundless energy and appreciation for quality journalism, died Nov. 11, 2021, in Lawrence. She was 77.

She is survived by son Matt Eblen (Liz) of Roeland Park and daughter Courtney McCain (Ken) and granddaughters, Megan and Mary McCain, all of Overland Park, and her brother Clyde Kygar (Shirley) of Tulsa, Okla.

She was preceded in death by her

husband, fellow journalist Tom Eblen, in 2017.

In lieu of flowers, Jeannie's family suggests memorial donations to the Kansas Newspaper Foundation, #351, 4021 SW 10th Avenue, Topeka, KS 66604 or to KU Endowment Association, c/o Tom Eblen's Red Pen Scholarship, P.O. Box 928, Lawrence, KS 66044-0928.

To read a tribute to her, see Emily Bradbury's column on Page 8. To read her full obituary, [click here](#).



THIS MONTH'S QUESTION

Q. When can I pay my dues and order 2022 press cards?

A. The staff is finalizing dues for 2022 and plan to have them sent out by the second week in December.

You will be able to order press cards then as well.

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New court case management system challenging

In our industry, we strive for transparency. We want to share with our readers what is happening in our communities, all while holding others accountable.

So when officials in the court system shared they were creating a centralized case management system, I thought gathering court news would be easier. But, just like



Robin Wunderlich

with any change, hurdles are bound to be along the path.

Although there are hiccups, I can also see the benefits.

Being able to check court cases from the comfort of our offices or homes is great; however, we typically have to open files/do additional research to share the tidbits featured

in our court news, and those files aren't available outside of the courthouse on-site portals

Additionally, there are several items that we were able to see within the previous system that we can no longer see.

For instance, speeding tickets. When picking up tickets you can see the charges,

but details pertaining to the ticket are unavailable and in order to get them now, the district clerk's office has to review the case(s) on their end to provide that data.

This week will be our third week to utilize the new system, and although there is frustration, I know there are tricks to the system and it will get better.

But, in the meantime, what took less than two hours is now taking four to six.

I'm not sure about your offices, but time isn't something we can continue to stretch as we are already thin on that item.

What tricks have you found that help you gather court news? For me, doing a blanket search using the * key has sped up the process. This will bring up all cases in that specific category (i.e., search 2021-CR*) and instead of having to do a new search, you can simply go down the list.

Please note that you may want to get into the habit of using this option before Dec. 1 because the system will be requiring a CAPTCHA when searching from any portal.

Although the system has its faults, we know it will undergo tweaks as we move forward.

Individuals and organizations are assisting the Kansas Press Association in this endeavor. But, we also need to have feedback from all who are using this system.

What issues have you seen? What benefits have you found?

At 11:30 a.m. on Dec. 10, the Kansas Press Association will be hosting a "Brown Bag and B.S." session titled "Courthouse Reporting in the Modern Era."

Although the new Odyssey system

won't be the forefront of the conversation, it will be referenced

Please join us for this joint webinar with the Kansas Association of Broadcasters and the Kansas Bar Association.

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

This week will be our third week to utilize the new system, and although there is frustration, I know there are tricks to the system and it will get better.

'Storm Lake' ponders whether newspapers can survive

Does American democracy survive without the backbone of independent local journalism?

A PBS special report that began airing this week allows viewers to go inside The Storm Lake Times, a family-run newspaper serving an Iowa town that has seen its share of changes in the 40 years since Big Agriculture came to the area.

Pulitzer Prize winning editor Art Cullen and his team dedicate themselves to keeping the paper alive as local journalism across the country dies out.

Farmers blow their life savings on new equipment they hope will keep their livelihoods intact.

Migrant workers flock here from all over the world, welcome and not, for their slice of the American Dream.

The people of Storm Lake confront challenging circumstances as corporate, political and environmental forces – and even a global pandemic – threaten to overwhelm their already precarious existence

Enter Art Cullen, an old-school journalist who has dedicated his life to his family's biweekly newspaper, The Storm Lake Times.

In 2017, Art unearthed a conspiracy between Big Agriculture and local county officials that won him a Pulitzer.

Now, his liberal voice reverberates in this conservative district in a critical swing state. While he has the power to change minds and rally votes, his pugnacious voice makes waves; disgruntled residents don't always agree with his point of view and have been known to write him and his paper off, completely.

Here are details, and what you can do

“**S**torm Lake” premiered on Monday, Nov. 15 on PBS. It will run through Dec. 14. Steps readers can take to support the effort to save local journalism include:

- ☐ Call-to-Action No. 1: Watch “Storm Lake” on-demand online, or via the PBS Video app.
- ☐ Call-to-Action No. 2: Share “Storm Lake” with your personal and professional networks and encourage them to watch.
- ☐ Call-to-Action No. 3: Value local journalism. Subscribe to your local paper, be intentional about how you consume news, and support local journalists who work hard to keep our communities informed. Explore the Take Action section for more information by [clicking here](#).

As nearly 2,000 local papers have shuttered in the last 20 years – a crisis accelerated by COVID-19 – the stakes have been especially high for the Cullens, who comprise half The Times' 10-person team.

Art's 27-year-old son Tom is lead reporter, his wife Dolores the photographer and culture reporter, his older brother John the publisher, and John's wife Mary the food columnist

Against tight deadlines and slimmer margins, the Cullens doggedly report on their town, and wonder how the paper will survive as readers – with a preference for their social media feeds – cease to support journalism like they used to.



Take a look at Kevin Slimp's workspace, which he describes as much more efficient with multiple monitors and keyboards.

Slimp

Continued from Page 2

to allow outsiders to gain access to our workflow) and times when dropbox works better (keeping huge files available online).

You will also find a Nexigo webcam on my desk. It has much higher video and audio quality than cameras built into computers. That's what you're seeing and hearing when you attend one of my webinars. I created a camera stand out of three round peanut containers glued together, which I keep on the floor and use when leading a session online.

All my keyboards (there are three of them) are Apple keyboards. Even if I were working on a PC, I'd use an Apple keyboard. They are much more responsive

than other keyboards, which leads to fewer errors. Yes, they're more expensive.

There you have it. That's pretty much everything on my desk. Throw in a few coasters, a couple of pairs of glasses (yes, I learned I work better with special computer glasses), and a light, and you know what's on the other side of my camera.

How much has my output increased since getting a bigger desk, larger monitors, and newer computers?

I'd guess I'm getting more than twice the work done than I was a couple of years ago; definitely worth the investment.

Kevin Slimp has been a popular speaker and consultant in the newspaper industry since developing the PDF remote printing method in the mid-1990s. He can be reached at kevin@kevinslimp.com.

Davises sell their two newspapers

The Davis family has sold its shares of stock in the Valley Falls Vindicator and the Oskaloosa Independent, but the newspapers will remain in local ownership. The sale ends an almost 54-year career of publishing for Clarke and Marveta Davis in Jefferson County.

New owners of the newspapers are Jerry and Karen Heinen, Paul and Dianne Heinen and Bill and Diana Heinen, all three Valley Falls business owners.

There will be no change in the current staff and Davis family members have agreed to continue to assist the operation as needed.

The sale includes the two legal newspapers and real estate where the newspapers were produced.

Jerry Heinen said, "Or role will be one of

very low profile. We just want to support a good staff. If I were to come up with a mission statement for the papers it would be to promote the fun, interesting and good things in Jefferson County."

Clarke Davis acknowledged the past few years have been difficult for small newspapers and the communities they serve.

"Our family is particularly gratified to sell to local people, people we have known for the half century we have been here," he said. "I know the papers are in good hands by those who care for them."

The Davises' son, Corey, ran the commercial printing operation for the family until four years ago when the family shut that part of the operation down, but he remained active in the company as half-owner.

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MARKETPLACE

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@joplin-globe.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, 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.

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@stwnnewspress.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!

See **MARKETPLACE** on Page 7

MARKETPLACE/CONT. FROM PAGE 6

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 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@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.

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 ex-

perience, 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

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

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.

PRESS OPERATOR — Accepting resumes for Press Operator at progressive, family-run newspaper in Weatherford, Okla. Experience with Goss Community press helpful. Attractive compensation and re-location packages. Contact Phillip Reid at 580-772-3301 or email resume to Phillip@PhillipReid.net. (3-27)

FULL-TIME PRESS OPERATOR – Mont-

gomery 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. 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.

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

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. 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.

We'll keep up the fight Jeannie championed

It was just two weeks ago that I received my last package and telephone call from Jeannie Eblen.

She was catching me up on the latest lecture at the Dole Institute while updating me on the latest happenings in the news industry.

I knew Jeannie for 20 years. Not as long as some of you, but longer than others. We started as colleagues and quickly became friends. She was our tearsheet clerk and defacto office manager, which allowed her to do one of the things she loved the most – thumbing through Kansas newspapers while keeping the office together and acting as the office mom. She was excellent at both.

Jeannie was a cheerleader for our association and our members. She spread the local community



Emily Bradbury

Jeannie was a cheerleader for our association and our members.

She spread the local community journalism gospel wherever she went.

journalism gospel wherever she went.

I will never forget Jeannie buying a newspaper at BETO Junction for the gas station clerk because the clerk claimed ignorance about Burlington happenings.

Just a month ago, I took a call from a journalist that had recently started a magazine. Jeannie told him that he needed to call the KPA. He chuckled as he said, “I always do what Jeannie says.”

Jeannie was a proud Kansan. We shared a common history in the Elk/Chautauqua county area and she would regale me with stories of the area.

When she recently discovered that I am a member of the Cherokee Nation, we added northeast Oklahoma to our list of conversation topics and I was her guest at a Dole Institute Lecture when a member of the Cherokee Nation came to Lawrence to speak.

She was always there and interested in the people she met along the way.

After talking with her about an adaptive challenge in our industry I had encountered recently, she replied, “I don’t



know the answer but you just have to keep fighting. The industry is too important to democracy not to.”

So that’s what we will do. We will keep fighting and championing you – the ones in the trenches doing the work. We may not do it as well as Jeannie, but we will do our best. You, and Jeannie, are too important not to.

Rest easy, friend. Until next time ...

Emily Bradbury is executive director of the Kansas Press Association.

Here’s why we should rally around the LJSA

By Tom Silvestri
The Relevance Project

Rallying around the Local Journalism Sustainability Act should be an easy task.

After all, it’s about helping local news operations get through a rough patch.

Allow The Relevance Project to offer a set of narratives that will help newsrooms and publishers get to YES, as in, Yes, The LJSA is a good solution. We need it.

Background: I’ve read several excellent commentaries advocating for the tax credits proposed for subscribers, advertisers and news organizations (for employing journalists). The bill is being remade in the sausage factory known as Congress, and industry advocate America’s Newspapers says only a five-year credit for local newspapers to employ and adequately compensate journalists is in the budget reconciliation bill. Stay tuned.

For the fence-sitters, presented for your consideration are 10 story lines that offer comfort in backing The LJSA. Pick one you like and run with it:

#1: The benefit is limited. It’s not forever.

That runs counter to how Washington works. But it gives newspapers some breathing room to get back to transforming their businesses in a chaotic digital world. Besides, we eat deadlines for lunch. And expanding journalism is an excellent five-year — and beyond — goal.

#2: Helping business and creating new jobs — which government does a lot to stimulate growth and economic development — shouldn’t discriminate against the business of newspapering. And, by the way, we’ve paid plenty of taxes over the years.

#3: This is federal help for small-town America and its main local news sources. It’s not about national news, as NO national news organizations can qualify. So, there’s no conflict.

#4: Consider it payment — finally — for all of those letters to voters that community newspapers have published from the serving members of Congress. Newsprint is expensive, you know.

#5: Think of it as a make credit for all of the political advertising that went to TV because candidates didn’t have to advertise in print since the newspaper did such a good

job covering elections. (Bang head here.)

#6: More journalists in jobs are good for a thriving community. Good for an enlightened democracy as well. Good for informed decision-making. (Add your own reasons.) Just plain good.

#7: This is no handout. Newspapers still need to do the hard work of reporting in-depth, earning trust, replacing misinformation with facts, and informing the public on news they need to know.

#8: You can still advocate with your Congressional representatives that loyal subscribers and advertisers should be rewarded with tax credits for supporting newspapers and being informed voters. Helping local is the watchword. Keep fighting for local.

#9: There are NO coverage strings attached. Good government should welcome scrutiny and accountability anyway. Full steam ahead.

#10: This is justified compensation for Washington letting big tech gobble up advertising without any liability for the damage they’ve caused to local news. This is a stopgap until Congress can update laws that fix social media.