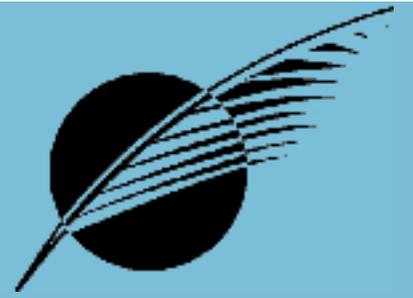


# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

NOV. 18, 2020

## INSIDE TODAY

### PAGE 3

John Foust says sales representatives need to avoid too many superlatives in their ad copy.

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Joey Young says while COVID-19 has been a jolt, it's also provided a learning opportunity for newspaper publishers.

### PAGE 8

Emily Bradbury writes KPA is continuing to try to do its part to assist members during the pandemic.

### PAGE 8-9

Ever wonder what a night of election coverage would look like at the Associated Press? Steve Wolgast reports.

## KPA CALENDAR

### DEC. 2

KPA member mixer. See story on page 3.

### DEC. 10

Montgomery Symposium, featuring journalist Rob Curley of the Spokesman-Review.

### DEC. 15

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

### FEB. 15, 2021

Deadline for entries in the Awards of Excellence contest.

### JUNE 2021

Kansas Press Association annual convention, Meridian Conference Center, Newton.



*The iconic Kansas City Star Press Pavilion will close some time in 2021, potentially transferring the printing of the Star and other newspapers to Des Moines. The new facility was dedicated in 2006.*

## KC Star to close printing plant

**K**ansas newspaper publishers are legitimately concerned about the Kansas City Star's recent announcement that it will close its printing plant and move that part of its operation to Des Moines.

The Star also prints the Topeka Capital-Journal and the Wichita Eagle and had printed the Lawrence Journal-World until September.

The Kansas City Star will leave its iconic glass building downtown, and as part of the transition,

the newspaper will close down its printing operation early in 2021.

The changes come after parent company McClatchy, which owns 30 U.S. news organizations, including the Star, the Miami Herald and the Sacramento Bee, filed for Chapter 11 bankruptcy protection in February. The reorganization, which was approved by a federal judge in early August, allowed the company to renegotiate

See **PRINTER** on Page 4

## Symposium to focus on innovation

**T**he 2020 Montgomery Family Symposium will feature former Kansas journalist Rob Curley's thoughts on innovation.

The symposium, scheduled for 11 a.m. to noon on Friday, Dec. 4, will be conducted virtually.

Registration is required, but participation is free of charge. To register, [click here](#).

In addition, Tim Stauffer, managing editor of

the Iola Register, will discuss how his newspaper capitalized on the 2019 Montgomery Fund Innovation Incubator grant.

Curley, currently editor of the Spokesman-Review in Spokane, Wash., is a native of Osage City, Kan.

His past experience includes stints at the To-

See **MONTGOMERY** on Page 3

# Pros, cons of Affinity Publisher: at just \$50, it's worth close look

A few years back, I received an email from Nebraska publisher Rob Dump about a design application he'd read about named Affinity Publisher. He asked if I thought he might be able to replace InDesign, thus saving the monthly subscription fee to Adobe. A few days later, I received the same question from another newspaper publisher. These requests prompted me to contact Serif Ltd. in West Bridgeford, Britain to find out just what was up with their line of "Affinity" graphics software products.

The folks at Serif were very helpful and sent me a registered copy of their software so I could see what Affinity Publisher, Photo, and Designer are all about. I quickly realized that, while it's enticing to get away from monthly subscription fees for software, Affinity Publisher just wasn't ready for prime time.

I continued to visit with the folks at Affinity and took another look at Publisher earlier this year. Some readers might remember a column I wrote in January titled, "Affinity Publisher and IDMarkz: One thumbs up, and one thumb sideways."

The big issue with Affinity Publisher has always been the integration of PDF files. By creating a "pass-through" option in their 2020 beta version, they went a long way toward fixing that problem and I had some good online conversations with Affinity folks about what I thought might be causing the remaining issues. In their just-released latest beta, it seems like they just about have the PDF issue handled. I did find some "quirks," but PDF handling in the latest beta version looks very promising.

I could write chapters about Affinity software, but I'd like to get straight to the

point in this column (although I might have to go over my 800-word limit to do it). The pros outnumber the cons when taking a close look at Affinity Publisher, but it's still important to know what they are.

## Pros

Affinity Publisher works much like InDesign or QuarkXPress. There is a learning curve, but a few weeks of use should work out most issues.

The cost of Affinity Publisher is \$50. No monthly fee afterwards. That's a pretty big pro.



Kevin Slimp

With the help of Markzware's IDMarkZ application, InDesign files can quickly be converted to Affinity Publisher files without having to open them in InDesign and convert them to IDML files..

Affinity Publisher will open IDML (a special type of InDesign) files.

Importing and Placing text works pretty much the same as InDesign and QuarkXPress.

In the latest beta, PDF files generally seem to work well.

## Cons

There are strange quirks that the folks at Serif say they will work out by the next beta release, but they are there. In one PDF I placed, printer's marks (which were part of the PDF) disappeared for no reason. The page was perfect otherwise, but I still haven't figured out what happened to those marks. It makes me worry about other things that might disappear. Creating pages is cumbersome, because there's an issue

See SLIMP on Page 5

## 2020-2021 KPA BOARD

**Joey Young**  
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**Alicia Paul**

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claycenterdispatch@gmail.com

**Tim Stauffer**

Southeast District Director  
Iola Register  
tim.stauffer@iolaregister.com

## KPA NETWORK WINNERS FOR OCTOBER

The following newspapers sold either direct placement, Kansas Display Ad, Kansas Classified Ad or out-of-state network ads in October 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 Media, one ad for a profit of \$150.

**DIRECT** — Eureka Herald, Hays Daily News and Rural Messenger.

# Watch those superlatives; they can backfire

News-caster Edward R. Murrow once said, “To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful.” Although he was referring to the reporting of news, the same can be said of advertising.

Claude Hopkins, in his book, *Scientific Advertising*, wrote, “Superlatives ... suggest looseness of expression, a tendency to exaggerate, a carelessness of truth. They lead readers to discount all the statements that you make.”

That’s a serious condemnation. When an advertiser uses superlatives, consumers are likely to dismiss everything the advertiser says – including statements that may be completely true.

Fortunately, there is a solution. If an advertiser insists on using a superlative, there are four simple ways to make it more acceptable. Just remember the acronym TOTE:

(T) Tone it down: Let’s look at a four-letter word which has become one of advertising’s most common superlatives – the word “best.” Countless ads feature claims of “the best service”...or “the best selection”...

or “the best price.” All the talk about being “the best” has little impact on consumers. It reminds me of football fans who wag their index fingers and shout, “We’re number one,” after their team wins a game, even though they’re still in last place.

A simple tweak can tone down the claim. Say something like “we’re one of the best”...or “we’re among the best”...or “we’re working to be the best.”

(O) Express as an opinion: It’s a fact that you are the world’s leading expert on what you think. People can disagree with your opinion, but they can’t argue with the fact that the opinion belongs to you (or your company). This means that no one can argue with an advertiser who says, “in our opinion, we’re the best”...or “we believe we’re the best.”

(T) Use a customer testimonial: This elevates opinion to another level, because it represents the end user’s point of view. When customers say positive things about a product, they can use language that the advertiser would have to avoid (yes, even superlatives). While an advertiser can’t convincingly state, “Our car batteries are the best,” a satisfied customer can say with

all sincerity, “This is the best car battery I’ve ever used.”

Customers’ words have a high ranking on the believability scale.

(E) Cite an expert: When an advertiser uses a statement from an expert, the ad automatically has the ring of authenticity. Marketers have used this technique for years, because it’s difficult to find fault with someone who is recognized as an authority.

We’ve all seen headlines that read, “Four out of five dentists recommend...” We’ve all seen endorsements from researchers. And we’ve all read statements from people who have tested and compared the performance of various products.

This is a way for an advertiser to say, “We’re supposed to like our new widget, so don’t take our word for it. Here’s what an expert says.”

It’s all about turning something bad – a superlative – into something that will work.

**John Foust** has conducted training programs for thousands of newspaper advertising professionals. E-mail for info at [john@johnfoust.com](mailto:john@johnfoust.com). (c) Copyright 2020 by John Foust. All rights reserved.



**John Foust**

**Try to tone it down by saying something like ‘we’re one of the best’... ‘we’re among the best’...or ‘we’re working to be the best.’**

## Montgomery

Continued from Page 1

peka Capital-Journal, Lawrence Journal-World, Naples (Fla.) Daily News, Washington Post and Las Vegas Sun.

John D. Montgomery, formerly of Harris Enterprises but now with TownNews and whose family established an endowed fund in the Kansas Newspaper Foundation in the mid-2000s to underwrite the symposium, said he asked Curley to share some of the experiences from his career.

Curley will discuss what it takes to make innovation happen in a newspaper and where he thinks Kansas newspapers should be looking for innovation opportunities in areas such as digital media,



**Rob Curley**



**Tim Stauffer**

subscription growth, alternative revenue streams, events and philanthropy.

A new Montgomery innovations grant opportunity will be announced during the symposium.

Attendance at the symposium is required to apply for grant.

## Join us for virtual KPA mixer; share advertising ideas

The Kansas Press Association has planned a virtual mixer with member newspapers to discuss advertising ideas others can use as they plan for the next calendar year. The meeting is scheduled for 4 p.m. on Wednesday, Dec. 4.

Presenters will have three to four minutes to pitch their ideas to those taking part in the mixer. [Click here](#) to join the party on Zoom at that time.

## Create, Sell & Profit



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# We've learned a lot from this crazy pandemic

To the astonishment of so many, we are well past Election Day, and COVID-19 cases keep rising. Stupid me; I heard the damn thing would go away as soon as the election was over.

Well, unfortunately, it is still in our lives and likely will be for quite some time, even. I am about to come off a mandatory quarantine after an advertiser exposed my wife, Lindsey; business partner, Bruce; and myself.



**Joey Young**

That left just one person in our entire ownership group who could roam freely around our newspapers. Quarantine hasn't been fun. We didn't really have a plan for all of this. On top of the three of us in management being out, a reporter in Newton is on quarantine due to another exposure, and we just had a graphic artist go on maternity leave. I can't imagine bringing a child into the world right now, but that is a conversation for another time.

The funny thing is, we have been careful. Our staff has largely been mask supporting, social distancing, working from home warriors this whole time. We only have a select few people come in on production day to knock out the papers, but outside of that, I rarely if ever see some of our employees, and it's been like that since March. So, despite doing it all right, we still got stung by the COVID, even if no one has gotten it officially as of this writing. 2020 will be remembered for

COVID-19, an insane political year, racial injustice and protests, and so many other things. My hope is that we will also remember it as a year our industry got more resilient, smarter and stronger for the future.

Disruption often brings innovation, and I know many of you have implemented new things that will stick for years to come that will positively affect your newsrooms and readers.

This whole thing doesn't have to be a downer. It doesn't have to just suck. For instance, we combined our three Harvey County newspapers: Newton Now, The Harvey County Independent, and the Hesston Record in March for cost savings purposes. We assumed that would be short-term and something readers would deal with but overall wouldn't love.

We were wrong. Our feedback has been outstanding. Readers largely love the larger combined edition. They like reading the entire county's news, and they feel like they are getting more bang for their buck with their subscription. Advertisers like it as well.

That wasn't something we anticipated, but it was welcomed as we are leaning on making this short-term transitional period potentially permanent once the pandemic is over. We are still debating.

There have been sections, promotions and ideas that have been spurred out of this whole insanity that we know will stick in years to come. We feel comfortable managing people who are working from home. That wasn't something I thought I would ever feel comfortable with. In some ways, this pandemic has forced us to reevaluate our entire business, which isn't the worst thing in the world to do anyway. Being introspective with no one but my dog and wife to talk to might be responsible for these thoughts, but I am not upset at them. Why not try to find a glimmer of positive in the sea of bullshit? So, there will be a tomorrow. There will be post-COVID. All of that is coming, and despite not knowing when it will come, it doesn't mean we can't hang in there and keep trying a few things. Throw something at the wall and see what sticks. When we do come out of this pandemic, the only thing we will likely have to combat is social unrest and a political coup which could last ... who knows how long. So it could be worse, right? Maybe something positive will come out of those issues, too.

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When we do come out of this pandemic, the only thing we will likely have to combat is social unrest and a political coup which could last ... who knows how long. So it could be worse, right? Maybe something positive will come out of those issues, too.

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

## Printer

Continued from Page 1

leases. "Leaving a huge office space that is way beyond our current needs allow us to realize savings that will sustain other operations as we continue to align expenses with our digital transformation," said Star President and Editor Mike Fannin. "This move will help us stay deeply invested in our journalism."

The Star plant began printing in June 2006. It took nearly four years to build, and was considered a major part of the effort to revitalize downtown Kansas City.

The plant contains four 60 foot high presses.



**Chad Lawhorn**

September.

"We were able to keep our same deadlines, which are 11 p.m. for most nights, with some flexibility to go later for late-developing events," Lawhorn said. "Obvi-

ously, covering KU basketball continues to be important to us, and we structure our print deals with that and other such events in mind.

"We've worked hard to avoid having 7 p.m. or 8 p.m. deadlines for our print edition. While the lack of printing presses in the area is creating such early deadlines for some papers, we feel fortunate that we have avoided that situation."

The Kansas City Star's historic headquarters building at 1729 Grand Blvd. was sold to a local developer in 2017 who wanted to repurpose the property as a first-class office project for up to 1,200 workers. The Star announced at that time it had sold the historic property and the Press Pavilion for a combined \$42 million.

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# Slimp

Continued from Page 2

with changing page sizes in the new document dialog window. I'm sure they'll have it fixed by the next beta, but for now it's an issue that requires a workaround.

Merging data is still a problem in Affinity Publisher. They're working on it, but it's something that newspapers and magazines do a lot, and it might (or might not, if you don't use it) be a deal breaker.

Imported Word files sometimes have character issues (like quotation marks looking funky), which can happen in InDesign, but can be easily fixed with the "import options" in InDesign.

Your Adobe CC fonts won't be available when you're no longer subscribed to Creative Cloud. Most newspapers I visit use the CC version of InDesign and the fonts that come with it. Plan to shell out a few hundred dollars for fonts right off the bat for typefaces that won't be available to you after you cancel your CC subscription.

So, you ask, after two years of testing Affinity Publisher, Photo, and Designer, what do I think? Honestly, I think they're great. However, I wouldn't get rid of my Adobe applications just yet.

Like many of you, I own a publishing company. I have employees and I have to subscribe to the Adobe Creative Cloud and pay monthly fee ... just like you.

However, I also realize that my biggest expense is paying people. For me, printing comes next. Monthly software fees are pretty far down the list.

To me, it looks like Affinity is close. Close to being something most publishers can use to get their products designed. However, I'm not quite ready to convert everything to Affinity Publisher quite yet. We'd still have to use InDesign for merging data with Microsoft Excel (something we do a lot). We'd still save a lot of time using the InDesign scripts for complex processes, scripts that aren't available yet in Affinity



The PDFs created from InDesign (left) and Affinity Publisher look almost identical. The difference? The printer's marks disappeared from the top and bottom of the page. These marks were part of the original PDF. I'm still trying to figure out where they went.

Publisher.

There are several other reasons I'm not going to make wholesale changes to Affinity Publisher just yet, but I will offer some advice. Affinity Publisher sells for \$50 U.S. That's a one-time fee. Go ahead and order a copy at <https://affinity.serif.com/en-us/publisher>. When you have it, go online and download the free beta for registered users.

I would suggest you begin creating some ads in Affinity Publisher and get a feel for the application. Place some PDF files yourself and see how Affinity Publisher handles them. Pay close attention to the fonts in PDFs. We don't want any surprises when we begin using it.

You might decide you want your paper to make the leap from InDesign or QuarkXPress to Affinity Publisher. If you're not using advanced features like scripts, tables and data merge in InDesign, you won't miss them. However, I would suggest you not rush. Get Affinity Publisher, try it out, see what you think, then decide if a move

from InDesign or QuarkXPress to Affinity Publisher is a good idea for your paper.

Years ago, I worked on the K2 (the name for InDesign before it went to market) with Adobe for two years before it was available to the public. I worked on Acrobat (PDF files) for a year before printing the first newspaper ad in 1994. I used to work with lots of software companies to make their products work the way we need them to in our business.

One thing I've learned. There's no rush. Serif (maker of Affinity Publisher) is going a long way toward working the kinks out of Affinity Publisher. It's already a very good product, but it might not be quite ready for all the work you do at your newspaper.

My suggestion ... check it out. What can it hurt? Be sure to write to me and let me know what you learn.

**Kevin Slimp** is a speaker and trainer in the newspaper industry. He can be reached at [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com).

## Relevance Project offers ideas to boost newspaper revenue

Looking for new ways to boost revenue at your newspaper? The Relevance Project, an initiative of the Newspaper Association Managers, now offers a Growing Revenue Resource section to boost your sales efforts.

It is an insightful blog that highlights trends and smart advice, and a series of promotions to uplift community newspapers. All are regularly updated.

The Revenue Resource includes 15 powerful "Calls To Action" that prove newspaper ads work and a special offer where a newspaper can obtain market data on projected household spending for five ad categories – along with teaser and spec ads.

The Kansas Press Association is a member of NAM, so you can use everything at the website at no charge.

A key initiative of the Relevance Project is to create revenue tools to help community newspapers boost their sales efforts.

One effort includes an ad promotion called "All Together Now," which concentrates on reopening businesses.

Another is called "Call to Action."

It includes newspaper promotion ads that emphasize that newspaper advertising works.

You can view two of those ads on Page 9 of today's Kansas Publisher. Visit [the website](http://the website) to download ads for your use.

## MARKETPLACE

### 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

**ASSISTANT EDITOR -** A full-time assistant editor is needed at The Chanute Tribune, a five-day daily in southeast Kansas. The ideal candidate should have extensive knowledge of and experience in InDesign and Photoshop, a good eye for page design, understand the importance of our digital presence, have a demonstrable talent for covering local community news and uncovering special feature stories, and possess the ability and desire to be a team leader. Our small newspaper group, with our sister paper the Parsons Sun, is independently owned and will stay that way. We are located in the hub of southeast Kansas, two hours or less from KC, Tulsa, Wichita and Joplin. We offer health, dental, vision and life insurance, as well as generous paid time off. Salary is commensurate with experience. This is a long-term opportunity to be an important part of our community and our newspaper family. Send resume with references and story/photo samples to Shanna L. Guiot, Publisher, PO Box 559, Chanute, KS 66720 or email to shanna@chanute.com

**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. 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.

**WANTED: Journalist –** 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 kcallahan@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 digi-

## MARKETPLACE/CONT. FROM PAGE 6

tal 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 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)

## KPA STAFF

### Emily Bradbury

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

### Judy Beach

Bookkeeper  
jbeach@kspress.com

### Amber Jackson

Advertising Director  
ajackson@kspress.com

### Lori Jackson

Administrative Assistant/Advertising  
ljackson@kspress.com

### Emma Platt

Office Intern  
eplatt@kspress.com

## KPA CONSULTANTS

### Doug Anstaett

Consultant, Lobbyist  
danstaett@kspress.com  
(785) 249-1108

### Max Kautsch

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

### Mike Kautsch

Media Law  
Director, Kansas Institute  
for Governmental Transparency  
mike.kautsch@lexluminallc.com

## FRIENDS OF KPA

### Ron Keefover

Retired, Kansas Court System  
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)



## THIS MONTH'S QUESTION

**Q.** The KPA has sponsored the Sunflower Spelling Bee for the past several years and had to cancel this year. How are things looking for 2021? Is there a way for my newspaper to be involved?

**A.** We are happy to report that the KPA will be sponsoring the 2021 Sunflower State Spelling Bee and there will be a Bee – COVID or not! Scripps has made accommodations for us to hold a Bee virtually, if necessary. We are moving forward with plans for a March 2021 Bee. We are always looking for new partners, so please reach out to Amber at ajackson@kspress.com if you are interested.

# What AP accomplishes on election night amazes

**Editor's note:** *Steve Wolgast, who holds the Knight Chair in the William Allen White School of Journalism at the University of Kansas, worked as a stringer for the Associated Press on Nov. 3.*

**By Steve Wolgast**

**I**t's election night. You're watching the clock, watching TV and watching your screen for an update, expecting a state or two to be called within a few minutes of the minute hand crossing 12.

At some point, sooner or later, the Associated Press makes the call and you get the news out.

That's how I experienced those Tuesdays in November in newsrooms over 20-some years, relying on AP reporting to get us through the night.

Yet in all those races in all those years, I never had a notion of how much went into the work The AP managed on election night.

This year I found out when I helped report the vote tallies we all saw on Google and on TV, heard on the radio and from Alexa, and which you saw as bulletins in your wire feeds. One of more than 300 stringers that



**Steve Wolgast**

night, I worked remotely — in my basement bureau — to play a small part in getting election results from all 3,141 counties across the country.

The efforts on that night are a marvel of speed, efficiency and attention to detail. Here's how it goes.

A stringer gets an assignment from an editor in either Spokane, Wash., or New York to call clerks in a handful of counties. When she has results from a county, she calls them in to a data entry stringer. That person types them into the AP vote tracking software, and within 30 seconds the results are on their way to AP clients everywhere.

I was part of a third group of stringers who had the assignment of "web scraping" results from county clerks' web sites. My job: collect and post votes from four counties in South Carolina, seven in Wisconsin, and five in Idaho. When East Coast polls closed at 6 p.m. Topeka time, I was raring to go.

But I wasn't born ready. Before election day dawned all the stringers had gone through three days of training, learning how to use AP's software, getting signed up with the correct Slack channels and testing our internet phones. On the Saturday before the election we logged in for an hours-long dress rehearsal, when another set of stringers, the ones calling county offices, called AP phones to report practice results.

On election night my daughter made club sandwiches, and in between bites I watched Slack conversations and news sites as 6 o'clock drew nearer. I was set for my South Carolina counties to rush their results online, giving me a big batch of numbers to upload before leaving me to chill until Wisconsin's polls closed at 7.

That's what I went in expecting, anyway. It turns out that county clerks update their sites with varying degrees of urgency. Some counties posted a partial vote count and updated it regularly. Some counties waited to count all ballots, posting results only once, hours after the polls had closed.

Then there are a few counties whose sites didn't even acknowledge the election. The most recent update from Green Lake County, Wis., announced county offices would be closed due to the new coronavirus — dated May 20. Green Lake had uploaded no web results by 2 a.m., when I signed off.

Clerks who posted their tallies, on the other hand, kept us busy. Most counties displayed their vote totals the typical way: this many for Biden and that many for Trump and the same for other contests. Yet one county listed results by precinct instead. I had to click on a map of precincts to call up the votes from each, write down the numbers, go

**See WOLGAST on Page 9**

## Like you, we are pushing forward

**W**e are living in a weird time, aren't we? The pandemic is raging but we have signs that a promising vaccine is in the near distant future. Thanksgivings are canceled, hospitals are filling up and Christmas celebrations are in doubt, but a new year is almost upon us (thank goodness).



**Emily Bradbury**

How do we make peace with our reality while planning ahead for better days in 2021? My suggestion is to plan carefully, intentionally and with a few more glasses of wine than in 2019.

Joking aside, like you — we are moving forward. We have two fantastic educational opportunities in December (Montgomery Family Symposium and the Affinity Publisher webinar), a virtual mixer, the 2021 AOE Contest deadline in February and the 2021 KPA Convention

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**As we plan ahead, we will be looking for additional ways to help you weather a new year. We are available 24/7 ...**

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in June, all while planning for the 2021 session of the Kansas Legislature that begins in January. We hope you will join us.

As we plan ahead, we will be looking for additional ways to help you weather a new year. We are available 24/7 and are here to help in any way we can.

We wish you a healthy Thanksgiving season. It may not be the holiday you had in mind but we are grateful for you and for the ways you serve your community.

Until we see you again, stay safe and healthy. You are irreplaceable.

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

## KC Star wins EPPY for series on failings of foster care system

**T**he Kansas City Star has won an Eppy Award for community service for its series, "Throwaway Kids."

The Star's gripping six-part investigative series focused on the long-term outcomes for children who spend time in foster care.

The Star's series became required reading for anyone who cared about the nation's broken, overwhelmed child welfare system.

The report was inspired by a comment by a child advocate in Kansas City that foster care is "just a breeding ground for prison."

As part of its investigation, The Star surveyed 5,889 incarcerated people in 12 states. Of those, 1,446 said they had been in foster care.

The report is exhaustively researched, including dozens of interviews with child welfare experts, judges, foster parents, doctors and lawyers.

EPPY awards are presented each year by Editor & Publisher magazine and the Local Media Consortium.



*This is a screenshot of Steve Wolgast's desktop while he worked on election night for the Associated Press. At the left is the AP vote tracker window; top right, in blue saying "Available," is the internet phone tool he used; bottom right is his Slack connection.*

# Wolgast

Continued from Page 8

back to the map, and find another precinct to review. Then add them up myself, double-checking my work before uploading it.

I was amazed that while some states' races were called by the networks within minutes of their polls closing, here I was reckoning sums manually to get them out. Messages on Slack from similarly surprised stringers showed I wasn't the only one counting counties' votes.

Thankfully, AP's software worked easily. The staff had loaded it with every race in every county, down to ballot questions, and included the name and phone number of the AP stringer assigned to each election office, and each official's name, phone and fax numbers.

With national attention on just a few races, we spent the night in top-of-the-ticket mode, entering results only for federal races and any governor's race.

So it went for the night. Lots of waiting, then — an update! — back to scraping that data.

By 3 a.m. Eastern and midnight Pacific, I was ready to call it a day. Other stringers had volunteered to keep working for another six hours — until 9 a.m. Eastern, when a few others signed up to resume.

What the night showed me was the commitment of the Associated Press to collect complete election results. Even for states that had been called before all polling places had reported their results, the stringers continued to contact counties and update data. The goal was a real-time report of actual numbers from everywhere.

You know now that the vote counting went on for days, with The AP continuing to update them as North Carolina and Georgia and remained undecided.

When I turned on my computer on Friday morning, Nov. 6, a Slack message from Spokane asked stringers to reply if they could help chase outstanding ballots in North Carolina. I was free so put up my virtual hand, and was assigned five counties in a state whose outcome would not be called by The AP for another week.

I called each county and spoke to all five county clerks, asking for the number of uncounted provisional and mail-in ballots. Each was helpful, speaking with gracious Southern manners, giving me the exact numbers and telling me when they would make their final canvass.

As I was uploading my last county's report — this time to a Google spreadsheet — a Slack message indicated we were done with North Carolina. Next the AP needed stringers to make calls in Georgia.

I needed to get back to my day job, so I said goodbye. And then, like everyone else, waited until another day for the election to be called.



## NEWSPAPER ADS WORK.

**7** out of **10** newspaper readers who read a **retail ad** took action after seeing the ad.\*

### THE TOP ACTIONS ARE >>>

- >>> Gather more information about the products
- >>> Save the ad for future reference
- >>> Visit advertiser's website and/or retail location

**ALL TOGETHER NOW** As our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than we do.

Nobody delivers a more engaged audience than we do. Our growth online, combined with print, is impressive as more readers turn to us for local news.

**Newspapers are your best investment.**  
We care about local.



## NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.

stra Creative Graphics, Inc.  
a Ventures Newspaper Ad Effectiveness Service



## NEWSPAPER ADS WORK.

**7** out of **10** newspaper readers who read an **automotive ad** took action after seeing the ad.\*

### THE TOP ACTIONS ARE >>>

- >>> Gather more information regarding the product
- >>> More favorable opinion about the advertiser
- >>> Visit advertiser's website

**ALL TOGETHER NOW** As our nation looks to reopen, rebound and resurge, our advertising representatives are here to help your business. Hire us to help get your customers back and your employees ready. Nobody cares more about your success than we do.

Nobody delivers a more engaged audience than we do. Our growth online, combined with print, is impressive as more readers turn to us for local news.

**Newspapers are your best investment.**  
We care about local.



## NEWSPAPER POWER.

Print, Digital & Social Solutions for our advertisers.

## NEWS BRIEFS

### AOE call for entries: enter your best work

It's time to begin the process of deciding which stories, photographs and ads will be entered in the 2021 Awards of Excellence contest of the Kansas Press Association.

Entries are now being accepted. The deadline for uploading entries is Feb. 15, 2021.

Because of a change in the date for the annual meeting to June, this year's contest will include entries the 14 months between Nov. 1, 2019 and Dec. 31, 2020.

Two new awards for this year's contest include Graphic Artist of the Year and Best Use of Color.

There's also a major change in the entry categories: divisions will be based on circulation this year rather than daily or nondaily status.

As in the past, the KPA also will award separate news and advertising sweepstakes awards this year in each circulation category.

If you have questions about uploading or any of the contest rules, contact Bradbury at ebradbury@kspress.com.

[Click here](#) to see the call for entries.

### KAB's Cornish gets major Sunshine award

The Kansas Sunshine Coalition for Open Government has presented its 2020 "Above and Beyond" award to Kent Cornish, recently retired president of the Kansas Association of Broadcasters.

He was recognized of his service in promoting open government.

Ron Keefover, Sunshine Coalition president, said: "Kent has never declined to help with the Coalition's efforts to promote open records, open meetings and open government generally whenever and in whatever form needed."

Kent is a journalism graduate of the University of Kansas.

He joined his hometown station, WIBW, as an intern, eventually worked his way up to become a news reporter, anchor and assistant news director

He spent time at WDAF in Kansas City and later returned to WIBW as program director and operations manager.

He later took over as general manager of KTKA in Topeka and eventually moved to Wichita and managed two TV stations.

He became president of KAB in 2008.

He also was recently named to the KAB Hall of Fame.

# CATCH THE BIG GAME



Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them — whether it's voting for area leaders, shopping locally, supporting kids in the community, or building careers in town.

The local paper is also one of the only places you can find timely news on what's happening right where you live. That's why 86 million Americans read local newspapers each week.

**Keep reading your local newspaper...  
and keep your community going strong.**



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Association**  
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