

THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION

DEC. 15, 2021

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KPA CALENDAR

DEC. 23-24, 30-31

KPA closed for holidays.

JAN. 30, 2022

Deadline to pay 2022 Kansas Press Association dues.

FEB. 28, 2022

Deadline for this year's Awards of Excellence entries.

JUNE 9-10, 2022

Kansas Press Association Annual Convention, Meridian Center, Newton.

TODAY'S QUOTE

"There can be no higher law in journalism than to tell the truth and to shame the devil."

— Walter Lippman



Members of the Kansas Press Association's new contract lobbyist firm, 1861 Consulting LLC, are (from left) Mitch DePriest, Holli Schletzbaum, Derek Hein, who is principal and managing partner, John Monroe and Heather Sprague Scanlon.

1861 Consulting to lobby for KPA

The Kansas Press Association has contracted its legislative lobbying services with 1861 Consulting LLC.

"We're excited to introduce 1861 Consulting to our members," said Emily Bradbury, KPA executive director. "Of the firms and individuals we considered, we believe 1861 will provide us with the right contacts, lobbying expertise and solid relationships we need to keep public notices right where they are — in our newspapers — and our open government priorities on the front burner at the Kansas Legislature."

The decision follows 17 years of in-house

lobbying by Richard Gannon, former KPA director of governmental affairs, and Doug Anstaett, former KPA executive director, and Bradbury.

Derek Hein, principal and managing partner of 1861 Consulting, has more than a decade of experience in contract lobbying in Kansas, as well as in-house multi-state government affairs.

KPA's principal contact will be Heather Sprague Scanlon, 1861 Consulting's director of governmental affairs. She previously worked for House Minority Leader Tom Sawyer and before that was communications director and spokesperson for the Kansas Democratic Party.

Inland grant to help fund news reporter

The Inland Press Foundation is partnering with the Kansas Press Association to launch a grant program to help Kansas newspapers strengthen their vital local news reporting.

The Inland Foundation will begin accepting applications for the Community News Grant program from Kansas daily and non-daily newspapers beginning Jan. 5, 2022. The grants will be supported for two years.

The grants will fund newspaper reporting on critical topics such as schools and education, local government, health care, the environment and infrastructure. They will cover half the cost of adding a reporter to a newspaper's staff. The newspaper will pay the remaining half of that salary.

To be eligible, publications must be bona fide daily or non-daily newspapers in Kansas who publish a minimum of 48

issues per year. They must have an average of at least 25 percent news content, with paid subscribers representing more than 50 percent of total circulation. The program will give special consideration to independent and family-owned newspapers.

"Good journalism is at the heart of an informed public and a healthy democracy," said Inland Press Foundation President

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Some advice for consideration as everyone enters a new year

After so many years of consulting and advising newspapers, it still never ceases to surprise me when I find questions from publishers in my email. Still, when I click on Apple Mail, there are questions concerning circulation, design, business practices and more.

As we begin a new year, let me share some of my best advice that might just improve your business in 2022:

❑ Put serious effort into growing readership.



Kevin Slimp

Two months ago, I wrote a column that included ideas from Tony Cox, a publisher in Tennessee. Tony's newspaper in Clinton, Tennessee, has been growing, in both readership and advertising revenue, in no small part because the staff puts serious effort into growing circulation. Tony mentioned

that a redesign three years ago seemed to "kickstart" a season of growth.

❑ Get training for your staff, and get free on-site training.

I still do a lot of online consulting and training, but I don't do nearly as much on-site consulting and training as I did a few years ago. The reason is apparent: the ability to get training online cuts the expenses involved significantly. With no travel, hotels, and rental cars, the cost of a day or two of training is a lot more affordable than it used to be.

Still, I get requests to visit newspapers for two or three days to provide on-site training. And lately, I'm finding that a good bit of this training is being underwritten by state grants. In several states where I've worked over the past couple of years, the entire bill, including my travel, hotel, and training fee, was paid for by a grant from the state.

Many states, maybe most, offer grants to locally owned businesses providing training for their staffs by "experts." It seems grants often require the business to be locally owned and operated, that training is provided for all staff members, and that the training benefits the business in the future.

I would suggest contacting your state Small Business Administration to learn what is available in your area.

❑ Redesign to keep your readers interested.

When I visit with non-newspaper readers, and sometimes even people in the newspaper business, they are surprised there are newspapers growing in readership and advertising. One factor that correlates among most growing papers I hear from is design. Most papers I've run into who are growing redesign their pages every five to seven years.

❑ Don't believe print is dying.

Most of my income comes from a book publishing business I began four years ago. This year, we've published about a dozen best sellers among the 30 or so titles our company has released in 2021. I'm not sure why people are so surprised when they ask how much of our book sales come from digital books.

Even though most of our books are available in Kindle and other digital formats, the income derived from digital books sales is less than 5 percent

Book publishers know that the number of sales via digital and audiobooks is tiny compared to printed books. Don't let anyone convince you that people have quit reading print.

❑ Experiment with color.

It's easy to fall back on old habits, and updating colors used in ads and on pages is vital in keeping readers interested. Stay abreast of the latest in color by checking out the most popular colors at pantone.com or by keeping an eye on what national advertisers are doing with color. You'll notice that clothing, paint, carpet, cars, and just about everything else correlate with the colors Pantone reports are most popular each year.

❑ Update your hardware regularly.

Last month, I wrote about the difference adding more large monitors made in my design efforts. Even so, I still seem to replace my monitors about once a year with bigger, higher-resolution monitors. I update my computers about every other year—the payback: increased speed and output. And let's face it, time is money.

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.

2021-2022 KPA BOARD

Robin Clasen Wunderlich

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Please cut down on the exclamation marks!!

Lately I have noticed a disturbing trend in print and online advertising: the overuse of exclamation marks.

They're all over the place. Interestingly, no grammar book I have ever seen has suggested using more exclamation marks – or exclamation points – as some people call



John Foust

them. All the guides say they should be limited. Maybe some ad writers are pulled into the abyss by overly zealous advertisers who think of their businesses in terms of superlatives. After all, exclamation marks seem to fit with words like “unbelievable,” “fantastic” and “incredible.”

Not long ago, I saw a half-page, four-color ad for a home remodeling company. Of the 18 phrases and sentences in the ad, 14 of them ended with exclamation marks. That had to be some kind of record.

Of course, a well-placed exclamation mark is legitimate punctuation. But like your favorite dessert, it's not smart to have too much at one sitting – especially when it comes to advertising. In my opinion, emails and texts are in a different category. In those informal environments, it makes sense to add exclamation marks to phrases

like “Congratulations,” “Well done,” and “Wow.” (Or for Shakespeare types, “Hark!”)

If your advertisers are addicted to exclamation marks, here are some points to consider:

1. The excitement should come from the message, not from the punctuation.

Here are some bullet-point features from a description of a winter parka. Watch what happens when we add exclamation points:

“Down insulation provides additional warmth! Polyester shell resists wind and rain! Adjustable insulated hood! Internal pocket with zipper! Elastic cuffs! Available in six colors! Machine wash and dry!”

Do the exclamation marks add anything to the message? No. In fact, they distract readers by breaking the flow of the copy. And along the way, they cause the advertiser's credibility to decline a notch or two.

After all, can everything about that parka be that dramatic? Can everything be worth shouting? Probably not.

2. Exclamation marks can create confusion. An exclamation mark often looks like an additional typographical character that has been tacked to the end of a word or

number. Remember, we read at a glance. An exclamation mark can look like a lower-case “l” at the end of a word and as a number “1” at the end of a number. An “!” can make \$39 look like \$391. In worst-case situations, advertisers who use multiple exclamation marks risk making items that sell for a few dollars look like they cost thousands. That

kind of typographic mischievousness doesn't send a clear message to readers.

3. Overuse of exclamation marks can be the sign of an amateur. Like superlatives, exclamation marks can be poor substitutes for strong, compelling language.

Do a little research. Take a look at national ads. Read through professionally written articles in newspapers, magazines and web sites. They use few – or no – exclamation marks.

This is not to say that exclamation marks should be banned completely. I just think we should be more careful with them.

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

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AP wants answers on reporter tracking

WASHINGTON — The Associated Press is pursuing answers from the Department of Homeland Security on its use of sensitive government databases for tracking international terrorists to investigate as many as 20 American journalists, including an acclaimed AP reporter.

In a letter to DHS Secretary Alejandro Mayorkas, AP Executive Editor Julie Pace urged the agency to explain why the name of Pulitzer Prize-winning investigative reporter Martha Mendoza was run through the databases and identified as a potential confidential informant during the Trump administration, as detailed in a report by Homeland Security's inspector general.

“This is a flagrant example of a federal agency using its power to examine the contacts of journalists,” Pace wrote. “While the actions detailed in the inspector general's report occurred under a previous administration, the practices were described as routine.”

The DHS investigation of U.S.

journalists, as well as congressional staff and perhaps members of Congress, represents the latest apparent example of an agency created in the wake of the 9/11 attacks using its vast capabilities to target American citizens.

DHS prompted criticism from Congress and elsewhere in July 2020 when it deployed poorly or unidentified agents in military-style uniforms to sweep people off the streets of Portland, Ore., and hustle them into unmarked cars during protests outside the federal courthouse in the city.

This latest revelation prompted Sen. Ron Wyden to call on DHS to immediately turn over the inspector general report to Congress, who added, “If multiple government agencies were aware of this conduct and took no action to stop it, there needs to be serious consequences for every official involved.”

CBP said in a statement over the weekend that its vetting and investigative practices are “strictly governed” and that the agency doesn't investigate without a legitimate and legal basis to do so.

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Need some journalistic advice? Ask a colleague

Newspaper people rarely agree on every issue. But, hopefully, through numerous discussions (or debates) grand ideas flourish.

My Dad, Richard “Dick” Clasen, was the BEST debater. He and I would spend hours debating topics; then, when we convinced each other of our views, we would switch sides and debate again. (My mother never grew to appreciate this).



Robin Wunderlich

Last week marked 14 years since I’ve had the chance to debate with the best. There hasn’t been a single edition that I didn’t want to pick up the phone to ask how he would handle a specific issue.

Although I can’t have the real thing, following in his footsteps has provided feedback that I never thought about. As bad as it sounds, I never thought to go back through our newspapers to seek advice from his editorials. Of course, I have read countless editions to see how he did something and either followed his lead or made adaptations to it.

However, while KPA staff members were clearing files recently, they came across editions of the Kansas Publisher from the 1980s and blessed me with two copies.

Although the columns were written nearly 40 years ago, they are still relevant to our association today (and I wish I would have taken advantage/listened to the advice when I first began as editor).

I was pushed into a career that I truly never thought I would grow to love. I was one week away from graduating with a Bachelor’s Degree when I stepped foot into his office and my career path made an abrupt change. For the first few years, I simply went through the motions, pestering a few of the great journalists I knew for guidance.

However, I didn’t utilize the resources

Do you have extra time? Make yourself available

Are you a retired or out-of-work advertising salesperson, designer, reporter or publisher who would like to make a few extra dollars by filling in at a local publication when a need arises, such as a vacation or staff illness?

If you would you like to sign up to be a part of the KPA Substitute Talent Pool, fill out the [form here](#).



Richard “Dick” Clasen of the Eureka Herald speaks with Jim Logback of the Hill City Times (left) and Bill Meyer of the Marion County Record (right) during the 140th anniversary celebration for the Kansas Press Association in 2003 in Topeka.

KPA had to offer. I was reluctant to attend the annual convention or even training sessions because I wasn’t sure I would “fit in.”

Ridiculous, I know. But, I was young, shy and concerned that I would simply make a fool out of myself.

Now, 14 years later, I’m reading a column my father wrote where he shared the experience of his first trip to the annual convention.

“All those big-name professionals, who turned out to be people facing the same day-to-day problems,” he wrote. “All were willing to help, give free advice (some even beneficial) and relate those old ‘war stories.’ We might have survived the years, the usual deadline problems, but the one-on-one information we gather from fellow editors and publishers can never be replaced,” he continued.

This is still true today. I’ve missed out on attending conventions/trainings in person in recent years and can’t wait to return in 2022 and network with our peers. By sharing stories, we see that we aren’t alone in our trials. Some ideas may not work in

our market, but we may be able to adapt the ideas and mold them into what will.

We may not agree on everything, but I’m certain we all want to be successful and keep journalism alive and well in Kansas (and beyond). An the best way to do that is to get involved.

“A Kansas newspaper editor or publisher can stand on the outside and write about all the bad, or he can help make the positive news in his community. That means finding the time to get involved, and the same is true in a statewide association. If you are happy, show your support, and if you are disturbed, get involved to make positive change,” wrote my father in 1987.

I couldn’t agree more. As we near the time to start the new year, I encourage you to make it a goal to spend more time attending KPA events, networking with peers and simply making the time for yourself

This will benefit you more than you realize.

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



THIS MONTH’S QUESTION

Q. I wish the KPA would allow online dues payments without having to call the office. Why don’t you offer that service?

A. 1) Kansas is one of four states that doesn’t allow businesses to pass credit card surcharges to the customer, which would eat up a portion of the dues payment to us. We have a much lower rate to pay when you call us directly. 2) Security of your information. Because of the increase in hacking and the activities of other nefarious online actors, we do not want to be the reason your credit card number is stolen. Calling our office with the information is safer.



WE'RE PUTTING REPORTERS BACK ON THE BEAT.

The local newsrooms, long used to keep communities informed on the news that matters most to them, are quickly disappearing before our eyes.

This could be the largest crisis the industry has ever known. To help turn the tide, Inland Press Foundation is awarding grants to independent/family owned publishers to help fund local, community reporters.



51% Of newsroom jobs have vanished between 2008 and 2019 — from 70,000 to 35,000.

The Inland Community News Grants are investing in community journalists to strengthen hometown newsrooms, and, by extension, the entire industry.



We'll fund one-half of journalist's salary — up to \$25,000



Funded reporting will focus on community subjects, such as city/county government, schools, and sports



Inland's ability to meet this commitment depends on fundraising success

INLAND COMMUNITY NEWS GRANTS

Learn more on how you can support or to see grant program details or visit, www.inlandfoundation.org/community_news_grants/

Grants

Continued from Page 1

Marc Wilson. “We hope our grant program can help fund newsrooms in a time of great stress for the industry and the country. We hope others will join us in this crucial cause.

In addition to the launch in Kansas, the foundation is also beginning a second pilot in Illinois. If successful in those two states, the foundation hopes to expand the grant program to other states.

Tom Slaughter, executive director of the Inland foundation, said the foundation was pleased to launch the pilot in Kansas.

“We’re delighted that the Inland foundation can help support local journalism in Kansas,” he said. Slaughter added, “Kansas has a proud tradition of strong hometown newspapers, and many of them have long associations with the Inland Press Association, which created the Inland Foundation more than 40 years ago. We’re glad that connection lives on.”

Emily Bradbury, KPA executive director, said, “We are grateful that Inland Press Foundation picked Kansas as a pilot for this worthwhile project. We are proud of our long relationship with Inland Press Associa-

tion and are excited about the possibilities.”

Slaughter said donations to the Community News Grant program may be made to the Inland Press Foundation at P.O. Box 3790, Lawrence, KS 66046, or to <https://www.inlandfoundation.org/contribute/>. Donations are tax deductible.

The Inland Press Foundation is a 501(c)(3) non-profit incorporated in Illinois. Over the last 40 years, the foundation has played a prominent and active role in organizing and funding programs to provide research and educational services to the American newspaper industry, with a special focus on independent and family-owned newspapers.

The Kansas Press Association was organized in 1863 to serve and advance the interests of Kansas news publications.

The association provides (1) member services, such as training seminars, publications, marketing, convention, legislative representation and legal and technology hotlines; as well as (2) client services, including newspaper ad placement services, advertising networks and news release distribution.

KPA will provide more details on how to apply by the first of the year, including the possibility for a grant from the Kansas Newspaper Foundation to cover part of the local newspaper’s portion of the expense.

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Allison Mazzei

Executive Director
Kansas Association of Broadcasters
allison@kab.net

MARKETPLACE

MANAGEMENT

MANAGING EDITOR/MARKETING DIRECTOR – The Lincoln Sentinel-Republican is a community newspaper in a dynamic region of history and tradition. Seeking the right individual to excel the newspaper (print/online). dnewstimes@outlook.com (785) 366-6186

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

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

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

NEWS

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

NEWS EDITOR – The Abilene Reflector Chronicle of Abilene, Kansas, has an immediate opening for a News Editor who can build

sources and dive into local issues. Duties include page layout, feature writing, coverage of local government boards, and copyediting. The person must have sharp reporting instincts, outstanding news judgment, an ability to report and write quickly in a fast-moving atmosphere. A curiosity about the community and its people is vital. The candidate must be an experienced interviewer who does not shirk from the hard questions. This person must have the ability to work productively in a team setting. Must be aggressive and adept at setting priorities and reordering them as needed, 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@stwnewspress.com. The position is full time and offers an excellent benefit package including paid time off, insurance, and a 401K plan. EOA

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

JOURNALIST WANTED – The Wichita Business Journal is searching for a reporter who can build a list of strong sources, break news, write sophisticated and impactful cover stories and own their beats. Candidates should be able to mine data for stories, use social media as a reporting tool and make connections with the Wichita business community. This person will

relish the opportunity to scoop the competition daily, online and in print. The Wichita Business Journal is an award-winning, highly respected source of business news in Wichita and south-central Kansas. The WBJ and its 40+ sister publications are part of American City Business Journals, the No. 1 source for local business news in the nation. Send resumes to broy@bizjournals.com.

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

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

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

EDITOR – The Shawnee Mission Post is hiring an Audience Engagement Editor to ensure our coverage of Johnson County reaches the people who will value it most. The new staff member will be charged with leading the or-

MARKETPLACE/CONT. FROM PAGE 6

ganzation to the next level in its use of social media. Click here for details.

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

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

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

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 newspaper-

ing. 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

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 PhillipReid.net. (3-27)

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

Here's a fun fact: KPA founded State Historical Society in 1875

“How Do They Do It?” is a popular television show in my house. We love watching how ordinary objects are made and how things work.

How do they make bulletproof vests? How do they manufacture pots and pans? We like to learn how things work.

As we look ahead to 2022, it occurred to me that we often ask you to tell your readers how you cover the stories you tell, but we rarely explain to you the KPA story and how things work at the association level.

We have a guiding principle — this association is not about us — it is about you, the members we serve. But we also owe it to you to tell you a few fun facts about your association,

how your dues are spent and the projects we are working on to benefit you. So, here we go.

Here are 10 quick facts:

(1) The KPA was organized in 1863.

(2) The KPA commissioned the John Stuart Curry mural “Tragic Prelude” at the Kansas Statehouse in 1940.

(3) The KPA founded the Kansas State Historical Society in 1875.

“Following the end of the Civil War, Kansas newspaper editors and publishers sought a way to record the founding of the state and its heroic role in the fight against slavery. A committee of the Kansas Editors’ and Publishers’ Association met Dec. 13, 1875, and formed the Kansas Historical Society to collect newspapers and manuscripts on the territorial period. One of the things these early newspaper publishers did was to start a tradition of donating copies of all newspapers published in Kansas to the Kansas Historical Society. Publishers became members of the Historical Society by donating issues of their newspapers. For all others, the annual membership fee was \$2. Consequently, the Historical Society has one of the most comprehensive collections of state newspapers in the nation.” – [https://](https://www.kshs.org/kansapedia/kansas-historical-society/12118)

www.kshs.org/kansapedia/kansas-historical-society/12118

(4) Dues are essential to the association’s work and account for 8 percent of the total income. Ad placements, network sales and sponsorships help provide the other 92 percent of our revenue.

The KPA’s advertising department has generated over \$400,000 (as of October 2021) in sales for Kansas publications.

(5) In addition to the services described in the KPA Member Services Guide, we work closely with journalism schools to ensure students are aware of the opportunities at member publications.

(6) The KPA participates in research projects that focus on numerous issues that affect members in the hopes that findings help further the mission of our members.

(7) The most popular member service is the KPA Legal Hotline. Hundreds of hours of legal advice each year are provided to members at a nominal price as part of membership.

(8) The KPA is the sponsor and

organizer of the Sunflower State Spelling Bee and the Kansas Civics Games.

(9) The KPA holds key committee positions at the Kansas State Historical Society and the Kansas Bar Association to maintain relationships between the KPA and community stakeholders.

(10) The Kansas Newspaper Foundation helps to support educational programs and other member benefits.

I could go on and on about our association’s storied history in Kansas. We are proud of it. But I’m even prouder to be a small part of the giant legacy that our members leave in this state. It is an honor to serve you and we look forward to an even better 2022.

We hope you have the best holiday season available to you.

Until next year.

Emily Bradbury is executive director of the Kansas Press Association.



Emily Bradbury

As we look ahead to 2022, it occurred to me that we often ask you to tell your readers how you cover the stories you tell, but we rarely explain to you the KPA story and how things work at the association level.

KANSAS PRESS ASSOCIATION
Awards of Excellence
2022 CALL FOR ENTRIES

Online Uploading for 2022
Most entries will be uploaded electronically (detailed instructions are attached). If you cannot upload PDFs, please contact Emma Platt or Emily Bradbury at projectcoordinator@kspress.com or emrbradbury@kspress.com. Two categories will require hard copies to be mailed to the KPA office.

Eligibility
Active, associate and associate online-only members of Kansas Press Association may enter the Awards of Excellence contest.

All entries must have been conceived, written, designed and sold by full-time or part-time employees of the publication. **Note:** This can include collaborative efforts that are directed by the publication that involved freelancers. If your publication has a creative design or design team at your disposal, and it is part of your company, you may enter the ad or design entry in the KPA Awards of Excellence contest (with the exception of Graphic Designer of the Year). This does not include advertising agencies independent of your publication.

Contest Period
Publication of all entries must have occurred between Jan. 1, 2021 and Dec. 31, 2021. Publication is defined by the issue date printed in the newspaper or timestamp.

Deadline for Entries
Entries must be postmarked/uploaded by **11 a.m., Monday, Feb. 28, 2022**. Entries uploaded after the deadline will be disqualified.

Divisions
Divisions are based upon each newspaper's circulation figures as reported for 2021. In those cases where a newspaper's circulation is both paid and free, the total distribution determines the division. A newspaper may elect to compete in a higher circulation class, but may not choose to compete in a lower division. If an entry was published in more than one newspaper, the entry may only be submitted in the circulation division of the highest circulation newspaper. If you find your publication is in the wrong category, please contact the KPA office immediately.

Associate Online-Only members will use the average monthly unique users as the determination for contest division.

Divisions
Division I – Circulation 1 to 600
Division II – Circulation 601 to 1000
Division III – Circulation 1001 to 1500
Division IV – Circulation 1501 to 2200
Division V – Circulation 2201 to 3500
Division VI – Circulation 3501 to 5600
Division VII – Circulation 5601 and above

If less than three newspapers enter in any circulation category, they will be combined with a circulation division adjacent to their original division in order to provide a fair competition.

Preparation of Entries
All uploaded entries must be uploaded/submitted as full-page e-tearsheets that show the date of publication or screenshot noting the day of online publication.

IMPORTANT REMINDERS!
• Photo categories (excluding Photo Package and Best Use of Photos) will require a high-res file of the photo AND a PDF of the newspaper page. If the photo ran online only, please provide a screenshot of the page and a high-res photo.
• All advertising categories will require multiple files to be a complete entry. The first file will be the entire page and the additional files should include the individual ads that are being entered. Please use JPG, PNG or PDF for the ad files.
• Try to combine editorial PDF entry files (if multiple PDFs are required for a single editorial entry) using Adobe Acrobat. This will make it easier to judge your entry.
• Some categories limit the number of entries allowed per publication or per person. These restrictions are indicated in each individual category description.
• Please mail check payments to KPA, 4021 SW 10th St., #351, Topeka, KS 66604. Atn: AOE. To pay by credit card for your protection, please call the office to provide credit card information.

Get those stories, ads, photographs identified for AOE

It's time to begin identifying and assembling your entries for the 2022 Awards of Excellence contest put on annually by the Kansas Press Association.

The deadline for entries is set for Feb. 28, 2022. All entries must have been published between Jan. 1, 2021 and Dec. 31, 2021. Publication is defined by the issue date in the newspaper or timestamp.

Entry fees are \$25 per newspaper plus \$5 per entry, and payment must accompany your entries. The news and advertising categories are identical to last year's contest.

[Click here](#) to download the AOE Call for Entries. It provides the rules, categories and important reminders.

As has become the practice in recent years, almost all entries will be uploaded electronically to www.betterbnc.com. The contest platform is optimized for Google Chrome, so please have a recent version installed for the best contest experience.

All entries must be uploaded/submitted as full page e-tearsheets that show the date of publication or a screenshot noting the day of online publication.

The Call for Entries includes directions for preparing and submitting entries, but if you have questions, you can contact Emma Platt at (785) 271-5304 or projectcoordinator@kspress.com.

KPA will again also award separate news and advertising sweepstakes awards in each circulation category. Awards will be presented at KPA's annual convention June 9 and 10, 2022 at the Meridian Center in Newton.