



JUNE 2021

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ASSOCIATION



WPA Bulletin

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Upcoming Events

JULY 5

WPA office closed
for 4th of July holiday

JULY 10

Wyoming Statehood Day

JULY 28

WPA office closes at noon
for Cheyenne Frontier Days

SEPT. 23

WPA Fall Meeting
Laramie

Feb. 3-5, 2022

WPA
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ENTERPRISE PLAZA DEDICATED JUNE 17

A formal dedication ceremony for the Enterprise Plaza in Cody was held June 17.

The project by "By Western Hands," a group of master artisans specializing in functional Western art, and former Cody Enterprise publisher/editor Bruce McCormack, marks the location of the original Cody Enterprise building that housed the newspaper during its infancy.

"We wanted to have a space for the community that would draw people in and allow for them to congregate, host activities and different events and things outside off of Main Street but still be able to access Main Street," said BWH operations director Mary Sims.



The non-profit group wanted to build the plaza, but lacked a theme for it, said McCormack.

"Luckily I happened to pick up on their plans early on, knew the people, and quickly approached them with the Buffalo Bill/Enterprise building history and the proposal to name it Enterprise Plaza.

"They loved the idea, so we proceeded," he said. "I helped with their fundraising and researched and wrote the copy for the three plaques. They did all the considerable rest of the work during the last year."

The plaza has planters, trees and concrete benches. The work on the planters and with the masonry was donated to the group. The series of plaques detail the history of the space as well as information on the owners of the Enterprise and By Western Hands.

McCormack said the plaque stories revolve around the Enterprise being started by Buffalo Bill Cody - the most famous person in the world in 1899 - and how "two self-made men of the West, who both spent more than 40 years in the newspaper business, put their singular imprints on the newspaper - Ernest F. Shaw in the first half of the 20th century and Bruce M. Kennedy in the second half." (Quoted from one of the plaques).

"How much better could it be when you're outside, you've got the beautiful bench, enjoying this beautiful weather during the summer?" said Harris Haston, BWH chair. "Gee willikers, it's a beautiful spot to be at any time of the year."

- Revised from a story by Joshua Leach, Cody Enterprise.



THE DEDICATION -- Lynn Houze, Cody Heritage Museum director, (pictured) and former publisher/editor Bruce McCormack spoke on the historical significance of the Enterprise Plaza during its dedication June 17. (See more photos page 3).

--photo by Amber Peabody, Cody Enterprise

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CELEBRATING THE MOST AMERICAN OF FREEDOMS

U.S. IS "THE MOST SPEECH-PROTECTIVE OF ANY NATION"

By Ken Paulson

The 56 men who signed the Declaration of Independence knew what they were getting into. As we celebrate the 4th of July 245 years later with flags and fireworks, it's easy to forget that these patriots risked death to give a new nation life.

If you've never read the Declaration of Independence in its entirety, this is a good time to do that. More than two centuries later, it's still a good read. These rebels, who would be accused of treason by Great Britain, wrote the document in a reasoned manner, attempting to convey to the world that their cause was a just one.

At its most basic, it's a demand for a divorce, with one party explaining why this marriage can't be saved. What's fascinating, though, is how the list of complaints about the king of England not only cited justification for the break-up, but also telegraphed the principles the new nation would insist upon in establishing its own governance.

The entire document was a bold statement, speaking truth to power. As it established its own future, this new nation would have to find a way to guarantee free speech, particularly in regard to criticizing government.

The Declaration of Independence lists more than two dozen examples of why the king "was unfit to be the ruler of a free people." The new United States of America would need to create a check on those who abused their power. That would come from a free press.

Much of the Declaration is devoted to examples of the king ignoring the colonies' needs and maintaining a stranglehold on new legislation to address those needs. Clearly, the United States would have to guarantee petition and assembly.

Memorably, the Declaration states that all men are endowed by their "Creator" with certain "unalienable rights." This was an acknowledgment of a Higher Power without a specific reference to any religion. This new nation would go on to guarantee freedom of faith.

Freedom of speech, press, and religion. The rights of petition and assembly. Today, we



see all five nestled together in the First Amendment to the U.S. Constitution. It took a war for independence and 17 years, but those aspirations became the cornerstone for a young and vibrant country.

Fast forward to the 21st century. A new survey of citizens around the globe by legal public-policy center Justitia has assessed how citizens in 33 countries feel about freedom of speech. It found that most citizens in most countries feel free speech is important and positive, but they waver when presented with scenarios in which free speech offends others or hampers society.

In order, Norway, Denmark, the U.S., and Sweden top the list. Citizens of these nations say they are steadfast in their support of free speech. At the bottom of the list: Tunisia, Kenya, Egypt, and Pakistan.

“... freedoms must never be taken for granted, and our collective vigilance is essential.”

In a telling passage, Justitia quotes free-speech expert and Columbia University President Lee Bollinger as saying that the U.S. is “the most speech-protective of any nation on earth, now or throughout history.” The

report also notes that a 2015 Pew research study determined that no nation in the world was more supportive of free speech and a free press than the U.S.

At our best – and not without lapses – we walk that talk.

In 1776, our founders published a Declaration of Independence, but also a declaration of intent. Those early Americans sought “life, liberty and the pursuit of happiness” by creating a nation founded on freedom. But those freedoms must never be taken for granted, and our collective vigilance is essential.

On the most American of holidays, let's be sure to celebrate the most American of freedoms.

Ken Paulson is Director of the Free Speech Center, Middle Tennessee State University. www.freespeechcenter.org; 615-898-2195. Should WPA Members wish to support the work of the Free Speech Center to raise awareness about the importance of the First Amendment and free press and free speech, please feel free to share Ken Paulson's column with your readers. "Celebrate the 1st on the 4th" ads can be found at: <https://mtsu.edu/first-amendment/page/1forall-gallery>.



Bruce Kennedy's 'community journalism' spurred Enterprise, helped improve newspapers nationwide

Kennedy was the founder and president of Sage Publishing Co. when it acquired the Enterprise in 1971. From two of Ernest Shaw's children, 2021 is the 50th anniversary of Sage's ownership of the newspaper.

BRUCE KENNEDY (1929-1982) was born in Basin, Wyo. He got his start in newspapering during high school at the local paper. He and wife Betty moved to the University of Nebraska where both earned journalism degrees in 1951.

After two years as an Army public information officer in Japan, he worked on newspapers in Michigan, Ohio, and under Wyo.

In 1956 he became editor of the Greeley Daily Tribune, and in 1958

from his hometown. Three years later they bought the paper.

Later, Sage Publishing went on to include a number

of newspapers in Wyoming and Montana.

The 1982 book "Community Journalism: A Way of Life" has been

used in journalism schools nationwide. Mr. Kennedy's emphasis

on top quality journalism led his newspapers to success through

decades of challenge and change.

He was a pilot and enjoyed raising Quarter Horses, gardening and more. In 1982 he died of a cardiac condition in his native Big Horn County. At the time he was Wyoming's longest continuous citizen writer. Bruce Kennedy was 52.

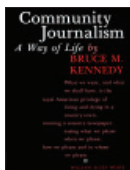
Bruce and Betty Kennedy's three children, Brian, Anne and

Bob, continue long careers in journalism and newspapering in

Wyoming and Montana.



Buffalo Bill museum featuring his Enterprise newspaper used to train soldiers for World War II. Bruce Kennedy is, left, in uniform and right, in a blue suit.



Kennedy's "Community Journalism" book helped improve small town newspapering across the United States.



Bruce Kennedy used a Kodak Brownie Graphic press camera early in his career. He developed a keen sense of the importance of photography.



Bruce Kennedy horseback riding and riding.

ENTERPRISE PLAZA -- (Left) People visit the newly dedicated Enterprise Plaza in Cody June 17. The project was a joint effort by non-profit By Wyoming Hands and former Cody Enterprise publisher/editor Bruce McCormack. Above: One of three plaques detailing the history of the Buffalo Bill/Enterprise building. -- Courtesy photos

SEN. LUMMIS SUPPORTS JOURNALISM ACT

U.S. Sen. Cynthia Lummis responded recently to a letter sent by the WPA stating she would cosponsor and support S. 673, the Journalism Competition and Preservation Act.

The Journalism Competition and Preservation Act would create a temporary "safe harbor" for news publishers wishing to band together to negotiate with online platforms to protect America's access to trustworthy online news sources and to seek fair compensation for use of their content. The legislation was introduced March 10 by U.S. Sen. Amy Klobuchar (D-MN).

In a press release from News Media Alliance shortly after the bill was introduced, President and CEO David Chavern, said, "The cost of inaction, in terms of the spread of misinformation we are all experiencing, is simply too great to ignore any longer. Quality journalism is key to sustaining civic society and we must ensure that the digital ecosystem returns value back to the people who create that journalism."

In the letter, Sen. Lummis said, "I share your concerns regarding the actions of social media to inhibit and disadvantage publishers."

For information and news on the Safe Harbor bill, News Media Alliance offers advocacy resources at: <https://www.newsmediaalliance.org/digital-programs-and-advocacy/safe-harbor-resource-center/>.



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SHARPEN YOUR EDITING WITH THESE PRESS RELEASES

NEWSROOMS MUST IGNORE POLITICIANS' OBVIOUS PLOYS FOR PUBLICITY



By Jim Pumarlo

The hyper partisanship in today's political landscape was on full display with passage of the American Rescue Plan. It passed on a straight party-line vote.

A Minnesota congressman joined in the chorus of his fellow Republicans characterizing the bill as bloated and wasteful.

Weeks later, he issued a new round of statements. This time, he took credit for the millions of dollars allocated for local projects courtesy of the \$1.9 trillion economic relief package.

Double-speak? The lawmaker staunchly defended both his vote and taking credit for the local funding. He was a longstanding advocate for the projects, but opposed the federal plan as full of spending unrelated to COVID-19.

Such exchanges are commonplace at all levels of government as omnibus bills are cobbled together to include anything and everything. It makes great campaign fodder for incumbents and challengers alike in the next election cycle. It's unfortunate, as well, that most incumbents can get by with having it both ways without constituents playing close attention.

But such proclamations by politicians are an excellent reminder for editors and reporters to be the eyes and ears for their readers and to pay close attention to the PR machines.

Don't misinterpret. Politicians campaign on the ability to deliver critical votes – for policies and dollars – that benefit local interests. When they do so, they deserve to take credit. At the same time, the partisan debate over the federal relief package should raise the red flag for editors when lawmakers – especially those staunchly

opposed to the measure – suddenly “announce” money for local projects.

Incumbents always have taken advantage of the campaign season to step up their public relations efforts. Staffs are adept at seeking and seizing every opportunity.

A lawmaker shows up at a county board meeting to support federal funding for a highway project or a veterans home. An incumbent facing a stiff election challenge coincidentally asks for time on a city council agenda to brief local officials on federal or state legislative issues. A legislative candidate – again, during the heat of a campaign – shows up at a school board meeting to voice support for a building referendum or for more state dollars for education in the interest of closing the academic achievement gap.

Election cycles unfortunately have become year-round affairs, especially the

See OBVIOUS PLOYS page 6

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From left: Tiffany Erickson and Dave Eskelsen



ELI APPLICATIONS OPEN FOR EMERGING LEADERS IN JOURNALISM

News Leaders Association (NLA) opened the application process for their upcoming Emerging Leaders Institute for Diversity, Equity, and Inclusion (ELI) program. ELI is a critical component of NLA's mission to accelerate the rise of traditionally underrepresented journalists into the management ranks of news organizations.

Designed to meet the industry's current needs, the six-month program begins in September 2021 and continues into Spring of 2022.

The curriculum includes sessions on leadership skills and values, change management, resource management and budgeting,

strategic planning and goal setting, performance management, collaboration and innovation, and leading a diverse, successful team.

Program highlights include:

- 25 journalists will be selected for the online institute.
- Applications are currently open and rolling acceptance until July 23
- Early-bird tuition of \$495 is available for applications received by June 30th. Starting July 1st, tuition will increase to \$695.
- Limited scholarships available.

For more information, go to: <https://www.newsleaders.org/eli-for-dei>

OBVIOUS PLOYS CONTINUED FROM PAGE 4

higher you climb the political ladder. Lawmakers routinely seize all chances to get their names in newspapers.

That's understandable, but it's no excuse for newsrooms to ignore the obvious ploys for publicity. A lawmaker announces the rules for a state quilting contest. Another reports that shipping season has closed on the local waterway. Others remind property

owners when taxes are due.

These items may well be legitimate news, and kudos to the staffs for creativity. But should a lawmaker be given credit – even be mentioned – in the story? Absolutely not. There is no connection whatsoever between the news and the politician.

Funding for local projects delivered by the federal relief bill is news. The reports may well warrant mention of a local member of Congress, but it's highly questionable whether that is the story lead. A quote is likely sufficient coverage unless there are extenuating circumstances.

The flurry of press releases announcing details of the federal relief package draws attention to the broader issue of when to acknowledge a connection between the “whom” and “what” in everyday reporting. There is no universal right or wrong, but decisions demand consistency. Newsrooms should develop general guidelines, keeping in mind that all circumstances must be reviewed on their individual merits.

Newspapers typically confront these decisions in connection with “bad” or “uncomfortable” news. Take, for example, a business owner who asks that an embarrassing DWI ticket not be reported on the premise that the company is one of the newspaper's largest advertisers.

Editors should be especially wary when prominent residents – politicians included – expect favorable treatment. These individuals expect that certain items will be published – and, at minimum, that they will be connected to this good news – items that would not ordinarily be reported.

Newspapers should take pause and evaluate. Bending the rules for “good” news can produce just as many headaches for editors as being asked to look the other way when “bad” news occurs.

Jim Pumarlo is former editor of the Red Wing (Minn.) Republican Eagle. He writes, speaks and provides training on community newsroom success strategies. He is author of “Journalism Primer: A Guide to Community News Coverage,” “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers.” He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.



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PULSE RESEARCH OFFERS SURVEY RESPONDENTS A CHANCE TO WIN \$5,000

Pulse Research has launched a new shopping survey to acquire shopping data for over 550 business categories and are asking WPA members for help with its promotion.

The shopping questions will be asked for the next 12 months, and Pulse is offering a drawing of \$5,000 to all survey respondents. The survey response address is the same one used in the past: <https://www.pulsepoll.com>

If you would like to have your audience represented and get a survey sample, you can find ways to promote the survey at <https://www.pulseresearch.com/survey.html>.

It is a no-cost opportunity and once it is completed, Pulse will update you with localized results and send the survey finding. The idea is to give your sales team information to connect with prospects and advertisers with information for and about their business.



Our local businesses would really appreciate you sharing what your shopping plans are over the next 12 months. Please take a few minutes to start and complete the online shopping survey at www.pulsepoll.com

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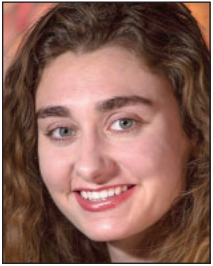
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SPOTLIGHT

INTERNS ARE WORKING AT WYOMING NEWSPAPERS THIS SUMMER

Northern Wyoming News



AVERY HOWE

My family and I are from Greybull, and I spent a lot of my time as a teenager contributing to the Greybull Standard, mostly pictures and short articles about the goings-on of Greybull High School and Greybull Rec Center events. I was the yearbook geek and will be eternally grateful to my advisor for convincing me that there are still careers in

the news and that I deserved one of them.

I graduated as valedictorian from Greybull High School in 2019.

I am now on my third year of a photojournalism degree at Rochester Institute of Technology in Rochester, New York, and I am incredibly excited to be the Northern Wyoming News' student intern this summer.

perience holding statewide office for FFA, Elsa was involved with a lot of PR and communications work. That prompted her to seek out the EPSCoR internship with the hope of learning more about journalism and communications. She will attend the University of Wyoming in the fall where she plans to study zoology and communications.

Newcastle News Letter Journal



HANNAH GROSS

When I first inquired about interning at the News Letter Journal as a freshman in high school, I had no idea what I was getting myself into. It has been quite the journey since then, and I've absolutely loved it.

I just graduated from high school as a homeschooled student since first grade.

I love adventures and learning new things, and I like too much downtime or sitting still about as much as a kick in the head. So, let's just say that a job with the newspaper was a perfect fit.

My time at the NLJ has been an absolute joy, and I've gained invaluable knowledge and experience that I couldn't get anywhere else. I've met some pretty incredible people along the way, and I feel privileged to retell their stories.

When I'm not writing, you can most likely find me teaching swim lessons at our local aquatic center or spending time with friends and family. I was a competitive swimmer for 10 years, and now that I'm "retired," I enjoy finding new ways to stay active. I love being outside, so I spend most of my free time hiking around the Black Hills, swimming at the lake or laying on a hammock with a good book.

I also like to experiment with food; so second to the outdoors, the kitchen is my favorite place to be. But let's be honest, the real reason I like to cook and bake is because I love to eat. However, as much as I enjoy food, my primary love will always be Jesus Christ because he is my Lord and Savior — a true friend of mine. My sole purpose in life is to glorify him because without him, I am nothing. He gave me my desires, talents and passions, so I want to return them to him by living my life fully for his name.

This fall, I am attending the one-year program at Jackson Hole Bible College, and I am excited to see where God leads as he draws me closer to him. The year will be full of learning, traveling and exploring in God's creation (and, hopefully, still writing!). I don't know where I will go after that, but I know one thing's certain: It will be an adventure no matter what!

Powell Tribune



ABBY LANDWEHR

Abby is working as a summer intern at the Powell Tribune. She had spent time at the paper this past semester as a work-experience student from PHS. She graduated from Powell High School May 23 and joined the Tribune in June. She loves photography and writing. She currently plans to pursue a career in journalism. From her yearbook:

"She's a senior who has most likely overbooked herself in extra-curricular activities but of them all enjoys theater the most. When Abby (or Abigail) isn't learning lines in the auditorium, she spends the rest of her time shoving her camera in everyone's faces and taking videos or pictures of literally everything."

Buffalo Bulletin



ELSA FREISE

Elsa Freise began a summer internship with the Buffalo Bulletin in June. She is an EPSCoR science journalism intern funded through a grant from the National Science Foundation. Elsa is a native of Buffalo who graduated with her associates degree from Sheridan College in May. Through her ex-

Newcastle News Letter Journal CONTINUED NEXT PAGE

CLASSIFIEDS

The Cody Enterprise has an immediate opening for an energetic reporter to cover a variety of assignments. Benefits include competitive wages, 401K-retirement plan, health insurance, holiday and vacation. Please send cover letter, resume and salary clips to editor Amber Peabody, amber@codyenterprise.com.

The Platte County Record-Times in Wheatland seeks a full-time general assignment reporter. If you are passionate about small-town, community journalism and are looking to reside in one of the west's most open and beautiful areas, we have an excellent job opportunity for the right person in southeast Wyoming. Our reporters are instrumental in writing stories — news, sports and features — taking quality photos and paginating pages utilizing Adobe Creative Suite. Reporters also play a role with special projects in conjunction with sister publications in nearby communities. Successful candidates must possess strong writing, grammar and spelling skills as well as strong communications skills. We're looking for a team player

PEOPLE AND OTHER STUFF

Mark DeLap has been promoted to the position of editor at the **Platte County Record-Times**. He replaces **Ton Winter**, who began working at the paper in 2004. DeLap has written for both newspapers and magazines and was a managing editor of three newspapers in the Midwest before becoming a photographer for National Geographic previous to accepting the position as primary writer and photographer for both the Platte County Record-Times and the Guernsey Gazette. Winter first joined the Record-Times as a graphic artist and filled many roles before becoming editor of the paper.

with excellent computer, pagination and photography skills, plus a strong work ethic. Solid benefit package: weekly pay, medical insurance plan, discount prescription benefit, life insurance, 401(k) plan, flex-spending account, paid vacations and mileage reimbursements. If you are interested in gaining outstanding work experience as a small-town newspaper reporter, send cover letter, resume and at least three references to rmort@torringtontelegram.com.

Newcastle News Letter Journal

CONTINUED FROM PREVIOUS PAGE



BRADEN SCHILLER

I am a journalism major and marketing communications minor at the University of Wyoming. I will be graduating in the fall with a bachelor's degree in journalism, with a minor in communications marketing. I will be joining the workforce in spring 2022. I am not entirely sure where I will end up or what

I will do once I'm forced into the real world

as an "adult," but I know that whatever I do, it will be better than a kick in the head.

In my free time, I enjoy hiking with my wife, Katie, and puppy, Rocco. When I'm feeling more adventurous, I like to climb and explore new areas. I think it is important to always try to push myself out of my comfort zone a little more each day.

I have been blessed to have experience in both journalism and marketing before graduating, and I will be working at the News Letter Journal this summer, where I hope to gain even more experience in a field I love.

I have always had a passion for learning about what is happening in the world and the communities around me. In high school, I was a founding member of the PHS Prowl and really grew to love the art of marketing and feature writing as the digital editor and, later, head editor. Entering into this summer, I hope to gain valuable experience and build connections within the community of Newcastle. I have been around the area since my birth on visits to family that is scattered across Weston County. I am originally from Encampment, Wyoming and later Powell, Wyoming although I have enjoyed everywhere I have lived. I have always loved the people in the area and am very excited to work with them to bring the best marketing and writing possible to the News Letter Journal.

Once I leave the News Letter Journal to return to Laramie, I am sure that I will miss the staff and the community and value everything that I have learned here.



KATELYNN SLAAMOT

There's a lot that's better than a kick in the head, and working at the News Letter Journal is (probably) one of those things.

I just graduated from high school and have been working at the News Letter Journal since my freshman year, but this year is going to be a little different. Over the more than three years I've worked at the NLJ, I've

mainly just been involved in writing stories and helping customers in the office. This summer, however, I'm going to be getting my feet wet in marketing and ad sales. Oh, boy!

But all that's boring, of course, so I'll give a little information about who I am and what I like to do when I'm not saving the world as an amateur journalist.

First and foremost, I am a Christian, a follower of Christ. My relationship with the Creator and lover of my soul is the most important aspect of who I am. It's not just part of who I am, it is who I am.

I was homeschooled my whole school career, even through high school, and contrary to stereotypes, I didn't do school in my pajamas and I am not socially impaired (in my opinion anyway, haha!). I love the outdoors, and my favorite activities include hiking, jeeping and just exploring the nearby Black Hills. I also dabble in photography, although saying I'm an amateur photographer would be overstating my abilities. I also love archery (and any shooting sports, really) and have been involved in archery through 4-H since I was 9 years old.

For the future, my plans are to take a gap year, working for the NLJ through that time, and then head to Frontier School of the Bible in LaGrange, Wyoming — Lord willing.

I'm excited for what this year has to offer and the opportunity to continue working for NLJ and learn many valuable lessons!