



MARCH 2022

WYOMING PRESS ASSOCIATION



WPA Bulletin

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Upcoming Events

April 15

WPA Office closed for Easter Holiday

April 22

WPA Board of Directors Spring Meeting, Zoom

May 30

WPA Office closed for Memorial Day

June 24

WPA Board of Directors Summer Meeting, Hulett

July 4

WPA Office closed for 4th of July

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Member-relevant posts!



www.wyopress.org

Lots of good information!



wyopublicnotices.com

Public notices printed in all of Wyoming's newspapers

WOMEN'S HISTORY MONTH: FIRST WPA WOMEN OFFICERS ELECTED IN 1896

Since March is Women's history month the Wyoming Press Association wants to honor some of the women who have contributed to the WPA over the course of the organization's history.

Women's History Month had its origins as a national celebration in 1981 when Congress authorized and requested the President to proclaim the week beginning March 7, 1982, as "Women's History Week." Since 1995, presidents have issued a series of annual proclamations designating the month of March as "Women's History Month." These proclamations celebrate the contributions and achievements women have made in a variety of fields.

The first women officers of the WPA were elected in 1896. Mrs. Edith M. Chappell of the Buffalo Bulletin was elected vice president and Mrs. Nellis E. Corthell of the Laramie Daily Boomerang was elected secretary. In the 1960s, Betty Rider Bass of the Douglas Budget was elected to the board of directors, reopening the door to women executive officers. Then, in 1989, Diane Bonner of the Powell Tribune was elected as the first woman president of the WPA. Here is the list of women WPA presidents that followed Diane.

- 1992 – Diane Essington, Pinedale Roundup
- 1995 – Mary Hicks, Buffalo Bulletin
- 2005 – Ann Turner, Gillette News-Record

See **WOMEN'S HISTORY MONTH** on next page



WPA FIRST FEMALE PRESIDENT - Diane Bonner, of the Powell Tribune, was elected the first female president of the Wyoming Press Association in 1989. (Courtesy photo)

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WPA STAFF

Darcie Hoffland, Executive Director
Josie McDaniel, Deputy Director



WPA WOMEN- Pictured from left above: Kristen Czaban, Publisher of The Sheridan Press and Darcie Hoffland, WPA Executive Director. Below left: Ann Turner Publisher/Editor of the Gillette News-Record, and Executive Editor of the Buffalo Bulletin, Jen Sieve-Hicks (Courtesy photos)

**WOMEN'S HISTORY MONTH**

CONTINUED FROM FRONT PAGE

- 2014 – Anne McGowan, Lander Journal
- 2019 – Kristen Czaban, The Sheridan Press
- 2021 & 2022 – Jen Sieve- Hicks, Buffalo Bulletin

The WPA office has also had influential women. In 1969, Nancy Shelton became the executive director of the WPA, operating the association from her home in Laramie. She also managed the WPA's Clipping Service. Nancy was the first full-time employee of the WPA and retired from her

work in 1998. She was inducted into the WPA Foundation Hall of Fame in 2012.

Cecilia Moats would join the WPA staff in 1991 while the association was still operating in Laramie, and she was promoted to the deputy director's position in 2005. Josie McDaniel will take over that position when Moats retires at the end of this month.

Darcie Hoffland, previously the marketing director for the Laramie Boomerang, became executive director of the WPA on Feb. 1, 2018.

THE RELEVANCE PROJECT: CREATING REVENUE TOOLS FOR SALES

The Relevance Project, founded in 2018, is an initiative of the Newspaper Association Managers whose trade groups represent more than 8,500 newspapers across North America. Its mission is to help with the resurgence of newspapers and what they represent.

A key initiative of the project is to create revenue tools for newspaper sales efforts, and to assist with the Community Forum strategy that boasts that local newspapers have long been the trusted source for sharing news, information, and viewpoints in our communities.

Check out the newest resources including “News Brands Outperform” including consumer trust and newspaper ROI data, and information on how to strengthen community engagement “BE THE Community Forum” at <https://relevanceprojectnet.wordpress.com/>.

See examples on pages 6 and 7

FRIENDLY REMINDER: PAY MEMBERSHIP DUES BY MARCH 31

The March 31 deadline for WPA 2022 membership quickly approaches. So far, the WPA has only received dues from fifteen newspaper members. Invoices were mailed at the beginning of February – if you did not receive yours please let the WPA office know.

Why is it important to pay your dues in a timely manner? We're glad you asked!

-1- WPA Membership to the National Newspaper Association is due in March.

The benefits of this membership are too numerous to list, but here are a few: Postal Counseling, Government Policy Representation, Business Laws Hotline, Industry Resources, Discount on NNA Libel Shield Policy, Shipping Discounts, Free yearly subscription to Publishers' Auxiliary, Free access to Great Idea Webinars and database for increasing revenue + revenue support.

-2- FOI Hotline

The hotline was created in the 1990s to assist reporters with public meetings and public documents questions. Reporters can call the hotline at any time to determine whether a document or meeting should be public and how to proceed if they are being denied access to either. It is a FREE service for our members.

-3- Public Notices

The WPA lobbies to keep public notices in your newspaper and keep your community and state government transparent. In 2018, we travelled to four interim committee meetings around the state pertaining to the public records act. We lobbied during the session to put down three bills that would have removed public notices from newspapers. We co-published the pamphlet, “Public Notices an American Tradition with PRNC. We maintain free online access to public notices published in Wyoming newspapers.

-4- Advertising

The WPA staff is an extension of your ad department and works hard to enhance revenue to your paper through display, online and pre-print advertising placements. Additionally, the total divided out to all the members in statewide program dividends was nearly \$50,000 putting the total advertising payout to member papers in the 2018 fiscal year over 1.3 million dollars.

-5- Conventions

The WPA puts on one of the best press conventions in the country! Members are provided the opportunity to network, participate in roundtables with peers, expand their knowledge, listen to incredible speakers and celebrate their accomplishments.

-6- Legal assistance

The WPA assists members when they find themselves in costly legal situations.

-7- Awards

The WPA celebrates the winners of the Pacemaker Contest by recognizing great work with plaques, trophies and certificates. The WPA also gives internship assistance to three winning newspapers every year.

-8- WPA Newspaper Directory

We provide an up-to-date directory of all our newspaper members and distribute it regularly. Additionally, we work hard to keep you informed about industry news through our website, social media and e-bulletin.

-9- Insurance billing and advertising

We invoice over 1,100 insurance companies each year for the Wyoming Department of Insurance. Companies must pay a fee each year to keep in compliance with state statute. Also, per statute, the WPA creates and places informational ads in all legal newspapers every month.

-10- Press Passes

We produce, laminate, and mail press passes per a publisher's request. At many events - in particular sports events - reporters and photographers now have to provide identification for access.

And, there's much more. You have a vital organization, working for the benefit of the newspaper industry and it is owned by you. We are employed by you, our members, and governed by you through a board of directors to work with you and for you. Paying your membership dues keeps your company strong, stable and running smoothly.



We have the power to
keep you informed

We take seriously our responsibility to provide safe, reliable and affordable electric service to customers. We're also committed to providing accurate and timely information to Wyoming communities, news media and others.

Reach us anytime at our News Media Hotline, **1-800-775-7950**. For customer service, call toll free at **1-888-221-7070** or visit **rockymountainpower.net**.

From left: Dave Eskelsen, Tiffany Erickson and Jasen Lee.



DEPUTY DIRECTOR CECILIA MOATS PUT HEART AND SOUL INTO ASSOCIATION

After 30 years with the Wyoming Press Association, Deputy Director Cecilia Moats will be retiring on March 31. "Cec" put her heart and soul into the association and will always be remembered for her dedication to the membership. Here is what Pat Schmidt, former publisher of the Thermopolis Independent Record, wrote for her retirement ceremony at the 2022 WPA Convention.

"From the start of her journalism career at The Lovell Chronicle, Cecilia Ontiveroz Moats threw herself at challenges. Her 'I can do that' attitude quickly paid off as she absorbed the knowledge of co-workers, WPA sources including other newspapers and training and her hometown.

"Hell, for those of you who can remember those infernal Compugraphic type-setting machines that preceded computers, Cec and her cousin Annie Ortiz even figured out ways to keep them running and avoid the \$90 an hour, travel included, to bring a Compugraphic repair person from Idaho and other states!

"Go look at what I'm certain are fantastic photos in the 2021 WPA Excellence in Photography Contest. I guarantee my favorite Cec Moats photo taken about 1979-80 would be among the winners. I was stunned when I looked at the negative and realized it would win the state contest that year. I wish I had it to show you!

"Remember when we used outdoor clotheslines instead of indoor clothes dryers? Cec capture a bright white hoar-frosted spider's web between the wires of a clothesline, clothespins and the wire line against a dark background. Today, too many decades later, 'Wow!' would be your response if her award winner was again on display.

See WPA DEPUTY DIRECTOR Page 9



SUMMER CONVENTION FUN- Deputy Director Cecilia Moats enjoys a cocktail with her husband, WPA Attorney, Bruce Moats in Jackson, Wyoming. (Courtesy photo)

2022 WPA COMMITTEES

Hall of Fame

Ken Smith (Chair)
UW Liaison Emeritus

Pat Schmidt
WPA Past-president

JT Malmborg
Cody Enterprise

Kevin Olson
Jackson Hole News&Guide

Legislative

Jim Wood (Chair)
Wyoming Newspapers, Inc.

Jen Sieve-Hicks
Buffalo Bulletin

Bob Bonnar
Newcastle News Letter Journal

Joshua Wood
Saratoga Sun

Kristen Czaban
The Sheridan Press

Kevin Olson
Jackson Hole News&Guide

Marketing / Audience

Darcie Hoffland (Chair)
WPA Executive Director

Michelle Robinson
Casper Star-Tribune

Joshua Wood
Saratoga Sun

Jeff Moberg
Sundance Times

David Martin
Green River Star

Josie McDaniel
WPA Deputy Director

Contest

Jim Angell (Chair)
Wyoming Newspaper Exchange

Jeff Moberg
Sundance Times

Kristen Czaban
The Sheridan Press

Milton Ontiveroz
UW/Associates Chair

Toby Bonner
Powell Tribune

Convention
Darcie Hoffland (Chair)

Ken Smith
UW Liaison Emeritus

Mark Tesoro
Uinta County Herald

David Martin
Green River Star

Jen Sieve-Hicks
Buffalo Bulletin

Milton Ontiveroz
UW/Associates Chair

Budget

Jen Sieve-Hicks, Jeff Moberg,
Kevin Olson, Joshua Wood

NNA Representatives

Matt Adelman, Robb Hicks

BE THE Community Forum

The Relevance Project recommends a six-step approach to organizing a Community Forum on issues of importance to your town, city, county, region, state, province or nation. Moderating a civil discourse requires planning, process and purpose. Step up here:

TAKE 6 STEPS TO RELEVANCE

Step 1: Pick

Select your topic, location for the Forum and format well in advance. Put your topic in the form of an intriguing question so that it attracts the largest possible audience. With the lingering pandemic, you are the best judge on whether the town hall is virtual or in person. Format determines whether there's only a moderator with an audience or a moderator with guest speakers and presenters or a panel of subject-matter experts. The best time durations are 30, 60 or 90 minutes, depending on the topic and size of audience.

Step 2: Invite

Start planning the Forum at least 90 days out and invite the public no later than a month before the program. Create a formal invitation; publish and distribute it. Also, think who in the expected audience would have something valuable to contribute and invite each guest personally. Diversify your audience by including school classes, especially those studying the issue. Don't be afraid to promote and do it repeatedly.

Step 3: Inform

Before the Forum, publish stories, commentaries and promotions about the program and, in tandem, about the issue or topic to be discussed. Great time for an enterprise or in-depth report right before the Community Forum. Use online products and social media to also alert potential attendees.

Step 4: Conduct

Plan how the forum will be conducted. Create clear guidelines on civility expectations. Practice. At the event, welcome the audience and explain how participation works. Moderate the program so the topic is first discussed by speakers and at a designated time invite audience questions and comments. Look to involve as many questions and comments as possible. REALLY important advice: Make sure the audio is excellent. People who can't hear what's going on tend to disrupt or leave.

Step 5: Report

Consider broadcasting the forum live on the newspaper's website. Write a news story on what people said and take pictures of the audience and everyone who spoke. Consider a follow-up editorial or commentary on potential next steps.

Step 6: Transcribe

Your news story presented the highlights. Now, transcribe the full forum so you can publish in a week or two the entire record of comments and exchanges, complete with the pictures of each speaker. Providing a full transcript can encourage more people to participate next time. It's another way to involve interested residents.

Bonus Idea:

Consider involving your journalists by having them interview newsmakers, authorities or confirmed experts. It's a neat way of exploring an issue and demonstrating the talent that creates invaluable insights.

Ready to Help: Contact Tom Silvestri if you'd like to sound out your Community Forum strategy. Email: tas@relevanceproject.net or call 804-690-3361.

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...and

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better than social.

ABOUT THIS RESEARCH: Newspaper effectiveness is universal, so that's why we're sharing benchmark research from an Australian cooperative of publishers, ThinkNewsBrands, that also appeared as an E&P magazine article. The latest installment is called The Social chapter.

Source: 'Demand Generation', Feb 2021, Mindshare/MediaCom/Wavemaker/GroupM/Gain Theroy.
The payback series analyzed the ROI of 60 brands with annual turnover of \$23b, and \$450m in advertising.
Data is based on 14 finance brands. Total News is primarily based on print and magazine data.

Relevance Project



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POSTAL REFORM ACT: BILL RESOLVES \$58 BILLION IN UNPAID OBLIGATIONS

Earlier this month congress passed the Postal Service Reform Act of 2022 that gives the U.S. Postal Service relief, reduces costs, and is expected to slow the postal rate increases for newspapers. According to the National Newspaper Association, this bill resolves \$58 billion in unpaid obligations.

The bill protects Saturday mail delivery, which has been a huge priority for the community newspaper industry. Additionally, it will allow for an increase in the number of sample newspapers that can be

sent out to non-subscribers.

“This legislation gives community newspapers a new ability to regain subscribers lost by the past few years of slow mail delivery,” NNA Chair Brett Wesner, president of Wesner Publications, Cordell, Oklahoma, said. “It also offers USPS a new lease on life by relieving debt to the federal government. Now we look forward to a revision of postage rates by both USPS and the Postal Regulatory Commission, which have attempted to retire some of this debt with dramatically

higher postage rates.”

The Wyoming Press Association applauds the Wyoming delegation and thanks them for their support of this legislation. Senator Barraso and Lummis and Congresswoman Cheney all voted in favor of the act.

“This is federal legislation that the National Newspaper Association and the WPA have been lobbying for years, and it is a big win for newspapers,” WPA President Jen Sieve-Hicks wrote to members the day after the bill’s passage.



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HEART AND SOUL CONTINUED FROM PAGE 5

"Some renegade University of Montana J-school graduate swept into Lovell, toiled alongside her at The Chronicle and lured her into leaving her hometown, first to Sheridan and then to Laramie and eventually Cheyenne.

"Together Cec and that husband, Bruce Moats, soared to new heights. First there was the Sheridan Press. Then, no doubt with her help, Bruce graduated at the top of his University of Wyoming Law Class. And Cec found her niche, as almost everyone here knows, the Wyoming Press Association!

"How fortunate the WPA was to find such a dedicated employee, one who had toiled at most levels of the newspaper profession and could say, "I can do that!" just the way she started 400 miles away in Lovell a few decades ago."

The WPA thanks Cec for all she's done for the association, congratulates her on retirement, and wishes her all the happiness and joy for the future.



CIGARS AND SMILES- Cecilia Moats at a recent gathering. *(Courtesy Photo)*

READY TO GROW.

We provide our communities with the energy and resources they need to grow, thrive and aim even higher.

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FOUNDATION 2022 PLEDGES UPDATE

Thank you to the additional newspapers that have pledged to the WPA Foundation! They are the Casper Star-Tribune and the Weston County

Gazette. Also, a thank you to the Newcastle Newsletter Journal who had previously pledged but was inadvertently left off the list last month.

The WPAF hopes that all members will consider pledging this year as last year's pledges were not redeemed, and it is mainly through member contributions that the foundation can pursue its mission of supporting and ensuring the highest degree of professionalism among journalists through journalism education. They have paid for the Pacemaker Awards displays and for speakers at your convention. Additionally, they have funded scholarships to both students and newspaper staff to the WPA convention. The foundation board is continuing to look at ways to promote the education of the public regarding its right to know and the role of the free press as well.

The complete list of Wyoming newspapers who have made a foundation pledge for 2022 include:

1. Gillette News-Record
2. Lovell Chronicle
3. Greybull Standard
4. Basin Republican-Rustler
5. Newcastle News Letter Journal
6. Jackson Hole News&Guide
7. Douglas Budget
8. Glenrock Independent
9. Saratoga Sun
10. Powell Tribune
11. Cody Enterprise
12. Green River Star
13. Thermopolis Independent Record
14. Weston County Gazette
15. Casper Star-Tribune
16. Buffalo Bulletin
17. The Sheridan Press
18. Pinedale Roundup
19. Sublette Examiner
20. Uinta County Herald
21. Bridger Valley Pioneer
22. Kemmerer Gazette
23. Northern Wyoming News (Worland)

Thank you for your essential contributions!

Support the Wyoming Press Association Foundation's valuable work by donating today. A gift of any amount will make a difference for the future of Wyoming's newspaper industry. Every dollar you donate goes to serving the professional development of Wyoming journalism.

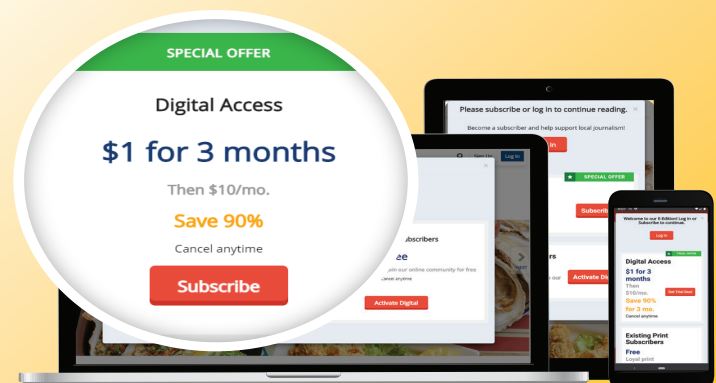
For more information contact the WPA office at wyopress@wyopress.org.

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Updating Your Paper

Tips to make your pages attract more readers



by Kevin Slimp
kevin@kevinslimp.com

Redesigns. They've been on my mind a lot lately.

When Ed Henninger, the undisputed guru of newspaper and magazine design, decided to retire three years ago (I never really thought he was serious), we had several conversations about his decision. I'll never forget when he told me he was "done."

"I'm closing down my website. I'm getting rid of my Adobe software subscription. I'm going to give my large page printer to you. When I retire, I'm not looking back."

I asked who would take his place. "They're all yours," he said.

Like a lot of you, I stay busy. Most of my workdays begin around 9:00 a.m. and end between 2:00 and 4:00 a.m. During those hours, I'm overseeing my businesses, leading webinars several days most weeks, and trying - when I can - to help longtime newspaper clients. It's 10:30 p.m. right now, and I have several hours of work ahead of me.

I guess I shouldn't be surprised that redesigns are on the minds of many publishers. I'm hearing from a lot of my community newspaper friends that business is good. They know that a redesign has the potential to make business better.

My phone has been ringing...a lot. I just finished a redesign of The Standard Banner, Jefferson City, Tennessee, and I've agreed to do a couple of redesigns at newspapers on the northern and southern borders of the U.S. over the next few months. I guess, like

Ed predicted, I've become his heir apparent, whether I have the time or not. With that in mind, let me make some suggestions on ways you can improve your newspaper's design right now, without waiting to do a total redesign.

- Hold a meeting of the full newspaper staff and brainstorm ways to improve your paper. What parts of the paper do readers like? Which regular features could be removed without anyone noticing? What needs to be added?

- Look at your current design. Unless you've recently done a redesign, there's a good chance that the pages look outdated. Readers don't have to be design experts to know when something is outdated. The subconscious does a great job of reminding them. What needs to be changed right away? What outdated design elements are causing potential readers to put down your paper before reading a word?

- Hold a focus group made up of readers and non-readers of your paper to learn what changes people in your community think should be made to improve the design and content of the paper.

- Make incremental changes to the paper. Yes, newspapers should redesign their pages every five years, at a minimum.

In the meantime, gradual changes can be made to update and improve the design along the way. Look for design elements that are outdated and fonts that were outdated ten years ago. What colors are you using? Are they outdated (yes, colors go in and out of style)? Are you keeping your ad design up to date, or do your ads look the same as they did ten years ago?



While redesigning The Standard Banner (Jefferson City, Tennessee), we used modern fonts and designs to attract readers to the page.

These are just the tip of the iceberg, but doing just these things will go a long way toward improving the way people perceive your newspapers and when they perceive it positively, readership will increase, along with ad revenue.

I've come to learn that one thing is almost certain: When a newspaper does a major redesign, increased readership and ad revenue will follow. I regularly hear from clients who tell me their readership and revenue have increased significantly since their redesigns. It happens enough that I've learned it's not a coincidence.

My Late-Night Phone Call

Just now, while writing this column, my phone rang. It was Hank, a longtime publisher in Kentucky. I like Hank, so I was happy to take his call.

He didn't take any time to get on topic. "I am so tired of reading (a newspaper industry) Magazine and reading that newspapers are dead. It's just not true, and I'm so tired of reading that print is dead."

I told Hank I understood and that we've been hearing that for more than 20 years. "Don't let it get to you" was my best advice.

Then he added, "My revenue was up \$40,000 in 2021. It's just not true that printed newspapers are dying."

I assured Hank that I regularly get similar calls and messages from publishers, and it's true that newspapers are not dying. I also assured him that most publishers I've visited with lately about the subject have told me their papers are doing quite well.

We visited about Hank's health and our crazy late-night work schedules. I ended the conversation by saying, "I might mention our conversation in my column."

He answered, "That's fine." Believe what you want.

From where I'm sitting, most community newspapers are doing just fine.

Let's see. That's 800 words in 35 minutes. My work, for the moment, is done.

Contact Kevin at:
kevin@kevinslimp.com

OBITUARIES

Betty Wagner

Betty J. Wagner died January 27, 2022 at the age of 89.

Betty was born April 18, 1932 near Florence, Colorado to Mae and Joseph Valent and lived her school years in Laramie. She met her future husband, Randy, while both were working at Laramie Newspapers, she in the circulation department and he as a writer-photographer. Betty and Randy were married on March 24, 1956 in Laramie, a marriage that would last for 67 years. They moved to Cheyenne in 1962. Betty devoted the next several years to raising their four children.

From 1970 to 1975, Betty worked at the office of Dr. Russell Williams and then in the purchasing department of the Wyoming State Liquor Commission, until she retired in 1994.

Betty is survived by her husband, Randy; daughters, Kary Foutz (George) and Kriste Sumpter (Mike); five grandchildren, one great grandson; and her brother, Dick Valent. She was preceded in death by her parents, Mae and Joseph Valent; brother, Joe Valent; sister, Marie Simon; and children, Kelly Jones and Kraig Wagner.

Dustin McClure

Dustin McClure passed away Feb. 26, 2022 after a short illness. He was 32.

McClure was born Feb. 28, 1989 to Greg and Jody McClure. He was a graduate of Lovell High School and joined the graphic arts program at Northwest College in Powell.

Dustin worked as a designer for the Lovell, Greybull and Basin papers since 2015 and was the chief designer for the Basin Republican Rustler and the Greybull Standard, though he also did work for the Lovell Chronicle. He was winner of at least 34 Wyoming Press Association Pacemaker Awards in various categories of design and photography.

Dustin is survived by his parents, brother Kody, sister Megan and grandparents Mack and Kelly Bischoff.

CLASSIFIEDS / HELP WANTED

Powell Tribune Editor

The Powell Tribune needs an editor to lead its talented staff. Our ideal editor candidate will be one to motivate an already-committed news staff, leading by example with strong news, feature and editorial writing.

The Powell Tribune is family owned and committed to producing quality stories, photos and other content for the residents of Powell and Park County in northwest Wyoming. We're searching for someone who possesses excellent communication skills and who can work with a variety of personality types — both in the newsroom and in the community. Preferred candidates should have; newsroom experience; bachelor's degree; strong grasp of AP style; digital photography experience.

The starting salary range is \$37,500 to \$40,000 d.o.e. plus health and vision benefits and paid vacation. Please send a cover letter, resume, clips and a photo portfolio to: toby@powelltribune.com

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