



DECEMBER 2021

WYOMING PRESS ASSOCIATION



WPA Bulletin

2121 Evans Avenue • Cheyenne, WY 82001 • 307/635-3905 • Fax 307/635-3912 • wyopress@wyopress.org • www.wyopress.org

Upcoming Events

Feb. 3-5, 2022

WPA

Annual Convention
Casper

Feb. 14, 2022

Wyoming Legislative
Budget Session Convenes
Cheyenne

The WPA office will be
closed for New Year's
Friday, Dec. 31

*Happy Holidays
from the WPA staff!*



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Lots of good information!



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CONVENTION 2021

"PACKED WITH RELEVANT TRAINING SESSIONS"

The WPA is excited to announce that the schedule of events has been completed for the 2022 Convention! All members should have received the line-up in their email inbox on the 17th, but if you can't find it, just visit us at wyopress.org.

The convention is packed with relevant training sessions, professional discussions, valuable networking, and knowledgeable speakers. Topics include the community forum, photography, driving print and digital revenue, page and graphic design, data journalism, sunshine laws and a ton more!

Attend a variety of different topics taking place Friday and Saturday in the "Community Journalism Classroom," listen to a panel discussion on newspaper websites, newsletters and social media, learn how to leverage your audiences, get valuable tips on taking photos and video, discover free tools you can use in your data journalism, and hear what's new with the WPA statewide advertising network programs.

Regular festivities begin with the "Early Bird" welcome reception Thursday, the Governor's luncheon on Friday, the general membership meeting, awards banquets Saturday, and the 2021 Journalism Hall of Fame Induction.

Everything kicks off the evening of Feb. 3rd at the Ramkota Hotel and Conference Center in Casper. To register, visit our website and click on the convention logo at the top of the home page. Don't forget to reserve a table for your party at the Major Awards Banquet for an additional \$50 (benefitting the Wyoming Journalism Hall of Fame program). If you would like to book a room with the WPA rate of \$85, be sure to call the hotel prior to January 17.

For questions or help with registering contact the WPA office at (307) 635-3905 or by emailing wyopress@wyopress.org.

To see the WPA's convention schedule of events, go to: wyopress.org

2021 WPA BOARD MEMBERS

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Liaison Emeritus
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WPA STAFF

Darcie Hoffland, Executive Director
Cec Moats, Deputy Director

CONVENTION 2022 EDITORIAL TRACK SPOTLIGHT

SPJ TO PRESENT SESSIONS ON COVERING THE LEGISLATURE

The Society of Professional Journalists (SPJ) has lined up some great sessions for Convention 2022!

Saturday morning attend "Covering the Legislature Through a Solutions Lens." Review the four pillars of solutions journalism and learn how to apply those principles to your coverage of the Wyoming Legislature. Deepen your coverage with critical analysis into what proposed legislation may actually bring to the state and your community.



Melissa Cassutt

The presenter for this session, Melissa Cassutt, is the Mountain/Northwest Region Manager for the Solutions Journalism Network, which supports journalists and newsrooms across the Mountain West and Pacific Northwest in learning and producing solutions journalism. Prior to SJN, Cassutt was the Deputy Editor of the Jackson Hole News&Guide. In 2016, she was named the Wyoming Press Association's Young Journalist of the Year and in 2019, she was awarded the Wyoming Women of Influence Award in Media and Communication. Along with a small group of passionate Wyoming journalists, she restarted the Wyoming Chapter of the Society of Professional Journalists in 2019.

The afternoon brings two more sessions from SPJ focusing on covering the legislature.

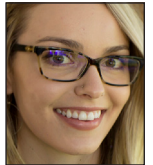
At the first session, "Navigating WyoLeg.gov," learn more about the Legislative Service Office (the nonpartisan central staff office of the Wyoming Legislature), and how to navigate the legislative website to know where to get the information you need. The first half of this 45-minute session will draw on the knowl-

edge of presenter Ryan Frost, associate legislative information officer in the State of Wyoming Legislative Service Office. Frost provides logistical support and training to legislators, assists with information requests from the public, and serves as the media liaison.



Ryan Frost

The session will be facilitated by Brianne Weigel. Bri is a communication instructor at Casper College and an adjunct instructor for the Communication and Journalism Department at the University of Wyoming. Weigel formerly worked as a reporter and online editor for the Newcastle News Letter Journal where she won several state journalism awards.

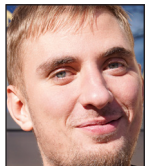


Brianne Weigel

In the second session, "Covering the 2022 Wyoming Legislature," state and government journalists will share their experiences and advice for covering the upcoming legislative session. Learn how the process works, where to find information, and how to cover the session, both from a statewide and local perspective. Presenters include Nick Reynolds, statehouse and politics reporter, Charleston Post & Courier, and Stephen Dow, government reporter for The Sheridan Press.



Nick Reynolds



Stephen Dow

To read more about these speakers, download the most recent convention flyer from the WPA website at wyopress.org.

BOARD POSITIONS TO BE FILLED AT CONVENTION

Three board positions will be filled by the General Membership at its meeting Saturday, Feb. 5 during the WPA 123rd Annual Convention.

Under amended article 4, section 1 of the WPA constitution candidates and eventual members of the board of directors shall be owners, publishers or senior staff members who execute leadership responsibilities and decision making for newspaper publishing businesses.

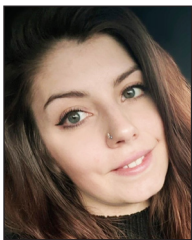
Board of directors leaving their positions include: President Jen Sieve-Hicks of the Buf-

falo Bulletin, who will move into the past president role; Toby Bonner from the Powell Tribune, appointed to and currently completing a term vacated at the beginning of the year; and Rob Mortimore with the Torrington Telegram, who is completing his term. All three vacancies carry a three-year term.

If you are interested in running for the board, contact the WPA office by email at wyopress@wyopress.org and your name will be added to the ballot. Please be advised that nominations to the board can also be made from the floor of the general membership meeting.

JOSIE IN - CEC OUT

FORMER WPA STAFFER RETURNS TO REPLACE DEPUTY DIRECTOR



Josie McDaniel

Some may call me a true Renaissance Woman. I hold a Bachelor of Science in Marketing, a minor in accounting, and have worked in various fields such as health insurance, small business, State government, and the film industry.

I began working for the Wyoming Press Association as an Office Administrator in 2018 and added the world of press to my growing portfolio.

Unfortunately, due to some unforeseen circumstances, I had to take a small break from the WPA, but am thrilled to be back with the Press Association family!

Having worked with Cec [Moats] in the office I know I have huge shoes to fill, but am so excited

for the opportunity to assist in moving the WPA into the future!

Knowing that Cec has not only been an incredibly knowledgeable Deputy Director to work with, but also a close friend to our members, I will work my hardest to meet and exceed your expectations.

I will be training closely with Cec so I can deeply understand the Association's operations and preferences. I hope to develop as close of a bond with you as Cec has over the years.

I look forward to growing and learning alongside the Wyoming Press Association members and welcome any feedback that you have to offer.

In my free time, I enjoy hiking, pottery making, and petting ALMOST any animal I come across (Definitely not bison).

(Editors note: Moats retires end of March 2022).

PRINTERS DEVIL



**By Lisa LeVasseur,
Weston County Gazette
Publisher/Editor**

I didn't have a babysitter as a child. I went to work with my parents before I started school. Dad always called me his printer's devil. The classic

definition was an apprentice in a printing establishment who performed a number of tasks, such as mixing tubs of ink and fetching type.

Notable writers including Ambrose Bierce, Benjamin Franklin, Walt Whitman, and Mark Twain served as printer's devils in their youth. I feel I am in good company.

When I look back now, I wonder if it was because I went to work with them or if I was a little on the precocious side that I received that moniker. Or maybe a little of both.

I followed Dad around and asked questions and learned what he was doing, which all seemed amazing to a preschooler. Melting type each week to form the "pigs" in wooden forms. They were ingots of lead which hung on the Linotype my mother set the type on. She set thousands of galleys of type. She sat on a wooden chair with a dark green pillow on the seat that I used for my nap each day.

I literally slept on cartons of newsprint as shown [right] with my new kitten, Tiger. This particular cat was my closest friend for the next thirteen years.

The galley of type would be proofread after

inking it and placing a long sheet of newsprint on it and then rolling an incredibly heavy roller over it. This was a special table the roller set in and rolled over the galley. One of the tools of the trade. Consequently, growing up in the newspaper business in the 1960s, I learned to read upside down and backwards because the type in the galley was laid out just that way. The exact opposite was the proof we rolled.

We lived in small town America and the business community was my "home." Old Mr. Piccard at the V-Store (variety store, because EVERYTHING under the sun was available) terrified my friends. He was a particular favorite of mine, as I was of his. I didn't touch anything on the shelves, but looked at everything! I could spend hours just

See **PRINTERS DEVIL** page 10



2021 WPA COMMITTEES

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Toby Bonner
Powell Tribune

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David Peck
Lovell Chronicle

Ken Smith, Rob Mortimore,
Joshua Wood, Kristen Czaban

Budget

Jen Sieve-Hicks, Jeff Moberg,
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From left: Dave Eskelsen, Tiffany Erickson and Jasen Lee.



ASSOCIATES' TRACK 2022

FEBRUARY 4
RAMKOTA HOTEL
CASPER, WYO.

In conjunction with the WPA Annual Convention Feb. 3-5



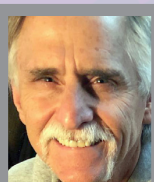
Deb Sutton

(Tentative schedule)

- 9 a.m. Introductions
- 9:15 a.m. Effective Release Writing - Deb Sutton: Sweetwater Memorial Hospital Marketing & Public Information Officer
- 10:20 a.m. Break
- 10:30 a.m. Photo/Video Tips: Aaron Ontiveroz, Denver Post Photojournalist
- 11:30 a.m. "Meet the Press" With Gov. Mark Gordon/Luncheon
- 1 p.m. Associates Awards Ceremony
- 1:30 p.m. Associates Meeting
- 2:15 p.m. Open Meetings/Public Records: Bruce Moats, WPA attorney
- 3:15 p.m. Break
- 3:30 p.m. Roundtable Discussion With WPA Editors/Associate Members
- 4:30 p.m. Final Thoughts
- 5 p.m. Newsroom Reception
- 6:30 p.m. Journalism Hall of Fame Banquet



**Aaron
Ontiveroz**



Bruce T. Moats

QUESTIONS? Contact Associates' Chair Milton Ontiveroz at (307) 766-6709 or miltono@uwyo.edu

Slimp's New Year Advice

Kevin Slimp offers advice to newspapers as we enter 2022



by Kevin Slimp
kevin@kevinslimp.com

After so many years of consulting and advising newspapers, it still surprises me to 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

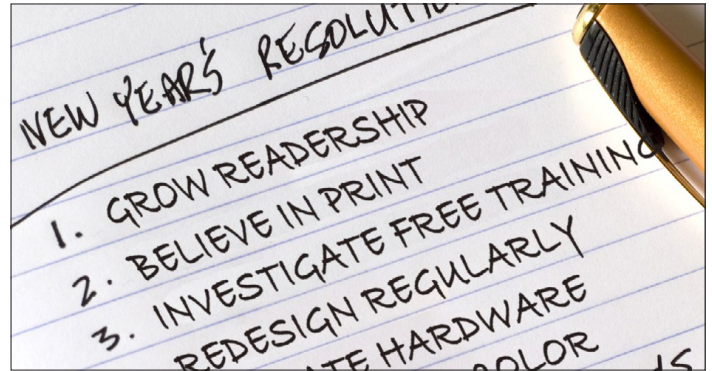
Two months ago, I wrote a column that included ideas from Tony Cox, a publisher in Tennessee. Tony's newspaper in Clinton, Tennessee, has been growing, in both readership and advertising revenue, in no small part because the staff puts serious effort into growing circulation. Tony mentioned that a redesign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



Growing papers have a lot in common with each other. See how your "to do" list compares to Kevin's.

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.

Do not believe that 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.



The newspaper in Jefferson City, Tennessee, updates its design every few years to keep the readers' interest.

DO YOU HAVE AN EIGHT-INCH FRYING PAN?



By **John Foust**
Raleigh, NC

There's a story about an old man who was fishing from a pier. He was catching more fish than anyone else, so a crowd gathered to learn his secret.

His behavior was unlike anything they had ever seen. Each time he caught a fish, he pulled a tape measure out of his pocket and took a measurement. He put the small fish into his cooler and tossed the big ones back into the ocean.

When one of the onlookers asked about his strange technique, he explained that he kept only the fish that were under eight inches long. "Why are you doing that?" he was asked. He said, "Because my frying pan is eight inches wide."

Imagine that. The old fellow was throwing away the fish that didn't fit his eight-inch frying pan. It didn't occur to

him that he could get a bigger frying pan or cut large fish into smaller pieces.

We may laugh at this silly example, but there's a bit of that old fisherman in all of us. It's human nature to resist change. It's no surprise that we have a tendency to discard ideas that don't fit the way we've always done things. We all have eight-inch frying pans in our minds, and sometimes it takes discipline to break down those barriers.

Pablo Picasso once said, "Every act of creation is first of all an act of destruction." While there is some debate about what this famous artist actually meant, I think it's safe to say he was talking about the need to let go of former – often stubborn – inclinations to do things in certain ways.

Eight-inch frying pans have no place in a creative profession like advertising. If we discard the ideas that don't fit the way we've always done things, we restrict our thinking and limit our potential. When that

happens, we end up in a creative rut – and our advertisers get short-changed.

Abraham Maslow, the noted psychologist and philosopher, said, "If the only tool you have is a hammer, you tend to see every problem as a nail." That's another way of saying, "Stop throwing away the big ideas. Instead, get rid of that old, eight-inch frying pan."

To refocus our thinking, it helps to recognize negative reactions we may have toward new ideas. When a new concept comes to mind – and our initial reaction is to measure it and throw it back – we should stop ourselves in our tracks. That's it. Just stop.

This reminds me of the old saying, "The mind is like a parachute. It only works when it's open." Once we open the door to possibilities, new ideas – big ideas – will be more welcome.

There is a lot to gain. In the right environment, the seeds of unrestricted creative
See FRYING PAN page 10



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Public Notices

Consumer insights from
Coda Ventures Research

Survey Methodology

The Wyoming Press Association commissioned Coda Ventures LLC, an independent research and consulting firm, to conduct a survey among Wyoming adults, age 18+.

The survey was designed to measure the demographics of respondents, their engagement with local news and information, and their purchase intentions for specific product categories.

The survey was fielded online and respondents were screened by zip code to ensure an accurate representation of urban and rural communities. Additional quotas were set for age and gender to match the demographic composition of the population. The data were weighted and projected to the most recent ESRI census estimates.

The survey was fielded from October 25 – November 29, 2021.

(Margin of Error: +/- 5.3%)



Public notices belong in newspapers

402,000, or **87%** of Wyoming Adults, Turn to Local Print or Digital Newspapers for News and Information

⇒ **78%** of Wyoming adults read public notices in **local print or digital newspapers** (tax increases, zoning changes, minutes of local government meetings, etc.)

⇒ **68%** believe that state and local governments should be **required to publish** public notices in **newspapers** on a regular basis as a service to the community

⇒ **86%** cite **local newspapers** or **newspaper websites**, as their **"most trusted"** sources for public notices vs. government and related sources



Local newspapers/newspaper websites	63%
Word-of-Mouth/Friends/Relatives	32%
Government Websites	31%
Local Radio	29%
Local TV/Cable	21%
City Newsletters	19%
Public Bulletin Boards	19%
Non-Government Websites	7%

Newspaper Readers Are Active Voters

75% of Wyoming newspaper readers **vote in state and national elections**

86% of Wyoming newspaper readers **vote in local, school board and city elections**



Readers of Wyoming Newspapers Are More Active in Their Communities

	Total WY Adults	Newspaper Readers
Involved I feel I have a responsibility to help shape the future of my community	88%	91%
Engaged I often voice my opinions about local community issues like education, traffic, taxes, economic development, etc.	60%	64%
Influential For important issues facing my community or the country, I often reach out to elected officials, political candidates or the media to express my opinions	42%	45%
Outspoken People frequently turn to me for information about our local community	40%	44%

*percent in agreement

Newspaper Readers Are More Likely to Contact **Elected Officials** and **Community Leaders** Than the Average Adult (56% vs. 51%)



95% of all Wyoming adults who contacted local officials to let them know how they felt about specific issues are newspaper readers

School Boards and Government Meetings



80% of Wyoming adults agree that **minutes** and **financial information** from school boards and government meetings should be published in **local newspapers**



For more information about the study, please contact: Darcie Hoffland, Executive Director/WPA, 307.635.3905, wyo@wyopress.org
Source: 2022 Wyoming Market Study; conducted by Coda Ventures.

MEANINGFUL MEETING REPORTS DEMAND SUBSTANTIVE LEADS



By **Jim Pumarlo**

Newspapers smartly are promoting their roles as government watchdogs to reinforce their strengths in the fractured media landscape.

I join the chorus: Vibrant coverage of public affairs is at the foundation of vibrant communities. The theme was underscored in a couple of recent webinars.

What do you lose without a community newspaper? As one editor noted, announcing candidate filings, explaining the whys behind a proposed bonding project, calling attention to salary hikes for public officials – these stories and more collectively bind together communities.

Another editor succinctly said: “To sustain democracy, you need people who care about facts and want to read facts. That’s what we’re here for.”

To no surprise, I find myself nodding

in agreement with observations on the importance of delivering relevant public affairs coverage, especially the workings of local government where community newspapers have a ringside view. The strongest meeting coverage boils down to three steps: Alert readers; report the decisions; interpret the actions.

For many newspapers, meeting reports represent the lion’s share of their public affairs coverage. That demands extra attention to produce stories that educate and engage readers.

The first step is to write leads with substance. It’s disheartening to see so many examples that miss the mark. The governmental bodies remain nameless to protect the guilty.

- The county board held a public hearing and special board meeting to discuss the tentative plan for county and municipal redistricting, ultimately passing it. (The report was void of any specifics of the plan.)

- Below is the agenda for the city council meeting.

(Meeting advances are a great way to preview important topics to provide background information and engage the public. This report failed on all counts by simply reprinting the agenda.)

- The school board met to discuss a districtwide levy, member wages and more. (The lead gave no indication of any decisions made.)

- At the school board meeting, the superintendent touched on the district’s current COVID-19 data. (The news was buried halfway into the story: The district had seen a gradual increase in positivity rates with no spikes or outbreaks.)

Reporting on government meetings has its own set of challenges. Sessions can last hours, and you are tasked with turning around timely and relevant reports.

Reporters must prepare. Review agendas in advance and gauge the importance of each item to readers. Which stories likely warrant front-page display? Which ones

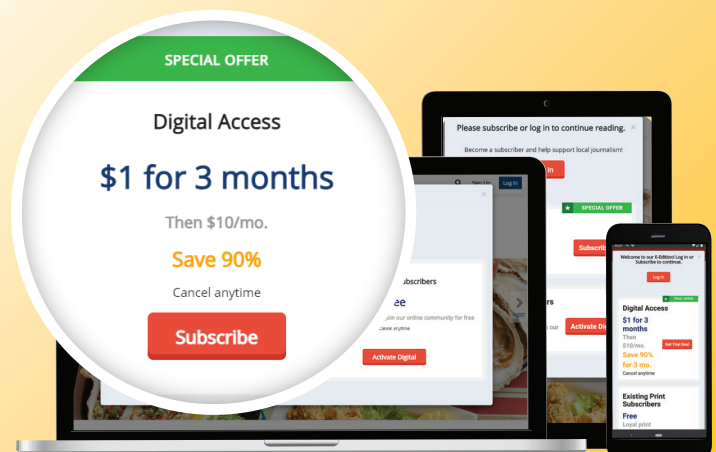
See **SUBSTANTIVE LEADS** page 10

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PRINTERS DEVIL CONTINUED FROM PAGE 3

looking. When I was fortunate to bribe a quarter off my folks by saying, "if you give me a quarter, I'll leave you alone," I would head to the V-Store by running the half block to Main Street, take a right and run another half a block to my destination.

Mr. Piccard had an amazing selection of penny candy. I could figure just the right amount so I had money for tax. He would brag to my mother I was the only preschooler he knew who could count like that and save enough money for tax!

Sometimes I would want a Shasta pop though and would go to Bratton's Grocery, just before the V-Store and get a warm pop, because a cold pop was three cents more at a whopping eight cents. Their candy selection was never as good though, so I would take my remaining 20 cents and go visit my buddy next door.

Bratton's, owned by two elderly sisters, seemed like a huge place as a child.

You'd walk in the front doors and beautiful wide double staircases flanked both sides of the building. The groceries were downstairs and upstairs was clothing and household dry goods. The business office was also upstairs and I remember watching in awe of a little cage on a wire system that delivered change to the cashiers on the first floor.

Another favorite spot was the Black Hills Power office next door. I just stopped in to visit, as I did any number of businesses downtown. At the locker plant (butcher shop) old P.L. would give me an orange sherbet push up and let me sit on the butcher block to visit while he cut meat. And occasionally he'd let me go into the cooler where huge carcasses hung, but I'd get scared and push the big knob and run out.

There were many other fond memories from downtown in the Johansson's drug

store with a soda fountain counter, the feed store, the Valley Cafe, the Hardware store and Huber's Furniture store. At the latter, his son, Kenan, was my age and we'd jump from bed to bed on the upstairs bed displays until Mr. Huber would tell to stop.

I spent many hours in the town library as well. I know I had an idyllic childhood there. So simple and free. I never felt fearful of walking Main Street alone, because the business people knew me.

My parents worked hard and the newspaper industry at that time was a very physical, demanding, and labor intensive job. I think that is where my siblings and I learned our work ethic.

The weekly deadline ruled our world, as it still does mine and my son's, who works with me today. Our legacy passed down, as his preschool daughter now comes to work with him. It seems the perfect rite of passage.

SUBSTANTIVE LEADS CONTINUED FROM PAGE 9

can be enhanced by a photo and/or graphic? Whose voices should be included in your reports – in other words, track down and include the reaction of those affected by the actions taken.

Above all else, avoid chronological reports. Initial items on many agendas can often be ignored.

I hear the arguments that readers today want to be entertained – that we must stop force-feeding them with public affairs reporting, especially reports of meetings. The hill is even steeper to climb with recent polls showing Americans' confidence in elected leaders has dropped to a new low. But I firmly stand my ground. I still read newspapers to keep abreast of public policy and its impact on citizens' everyday lives.

The detractors are absolutely correct if meeting reports read like the above examples. Few people will get beyond the

first paragraph.

Public affairs coverage can be interesting, relevant and even entertaining. I fondly remember two experiences when I sat behind the editor's desk.

Our newspaper led an editorial campaign to unseat four incumbents in their re-election bid to the city council. Fresh voices filled the letters column, and all four were unceremoniously retired. Among the most gratifying comments came from a YMCA staff member: "I used to first turn to the sports pages. Now I turn to the editorial page."

And this comment from an advertiser after we carried an expose on the local economic development director. "Let me know the next time you're going to carry such a big story. I want my ad in that edition."

Public affairs coverage – specifically, meeting reports – can be informative and grab attention. It takes work, and that's

especially challenging in newsrooms operating with diminished resources. These stories will not be accomplished, however, without the support of management willing to invest the time and money to train editors and reporters. Most important, I believe these stories are essential to the livelihood of community newspapers.

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.

FRYING PAN CONTINUED FROM PAGE 7

thinking can blossom into great advertising.

If you want to measure something, measure campaign results. When you have great advertising, you'll have great results. And when you have great results, you'll create loyal advertisers.

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

CLASSIFIEDS

HELP WANTED - REPORTER

The Basin Republican-Rustler is looking for a reporter to help cover news and sports. From features to covering meetings, the possibilities are endless, the hours flexible.

If you are a team player who will get to know the community well, are detail oriented and have a solid grasp of the English language then this opportunity is for you!

Basin, Wyo. is at the heart of the Big Horn Basin and all that it has to offer - 60 miles east of Cody, Wyo. and 110 miles from Yellowstone National Park's east entrance. A short drive east will put you in the Big Horn Mountains in 25 miles.

If you are interested in applying, please contact Managing Editor Nathan Oster, greybullstandard.press@gmail.com.

In **The Sheridan Press** newsroom, curiosity is key, and we're looking for a reporter to join our team.

If you want to work with the best and be part of an evolving and forward-thinking newsroom, this is the job for you. Successful candidates will be curious and comfortable digging for truth, navigating local government and asking tough questions of authority figures.

The position available is an education reporter, covering the local school systems, community college and helping with local sports coverage. This position is education-heavy, not sports-focused.

The willingness and ability to approach issues with outside-the-box thinking will be required as The Sheridan Press continues pushing the boundaries of journalism outside of print media.

A thorough understanding of AP style, attention to detail and strength in researching will also be required.

Candidates should be able to work independently and have a strong understanding of what community journalism means.

The Press is an independent newspaper with family and local ownership and with print and online news delivery platforms. Sheridan County is a thriving community of 30,000 with a college, a lively arts/culture/music scene, a busy downtown and many other amenities, including unlimited outdoor recreational opportunities.

If interested, please send a resume, cover letter and writing samples to editor@thesheridanpress.com

The Wyoming Tribune Eagle is looking for a dynamic, career-oriented State Government Reporter to join our award-winning news team.

Located in the state capital of Cheyenne, the Tribune Eagle and its website, WyomingNews.com, provide daily news coverage of the southeast corner of the state. This beat includes: the Wyoming Legislature and all interim committees; most state agencies, including the Wyoming Department of Health, Wyoming Department of Corrections and Wyoming Game and Fish Department; state and federal military agencies, including the Wyoming Air and Army National Guard and F.E. Warren Air Force Base; and our three-member congressional delegation in Washington, D.C.

The ideal candidate will have a background in covering local or state politics, and a willingness to pitch in and cover stories from other beats as they cross over. The ideal candidate will also have a hunger to tell large-scale stories that include visual and digital components, as well as personal stories.

Job Functions: The successful candidate must be flexible, a self-starter, attentive to details, diplomatic, able to perform under the pressure of a deadline, and able to multitask. This position will require a minimum of five articles per week for a daily publication, and occasional regional articles that encompass a larger county area to be published.

Candidates for this position should have strong writing, interviewing

and interpersonal skills as well as organizational skills, and exhibit tenacity for reporting community news.

Essential skills and requirements: Perform job duties and conduct self in accordance with company core values; Take effective notes and be able to draft an organized news article from them; Initiate and nurture effective, professional relationships with sources in the community; Experience with local or state government reporting; Experience with community journalism; Comfortable writing quickly and consistently in AP style; Strong eye for details.

Desired skills and experience: Experience writing enterprise and long-form content, as well as telling personal stories; Experience covering news on social media platforms; Some experience with photography, video and/or design preferred, but not required.

Technology Skills: Proficiency in Microsoft Office and Word is required. Familiarity with AP Style is strongly preferred. Photography, social media and content management system experience is a plus.

Education: Bachelor's degree or equivalent work experience preferred.

For immediate consideration, please send resume, cover letter, and 3-4 examples of your writing to: Managing Editor Brian Martin at bmartin@wyomingnews.com.

The Wyoming Tribune Eagle is looking for a dynamic, career-oriented Local Government/Business Reporter to join our award-winning news team.

This beat includes coverage of the Cheyenne City Council, Laramie County Board of Commissioners and several local county board and commissions, as well as local business and economic development news.

The ideal candidate will have a background or strong interest in covering local politics and/or business news, and a willingness to pitch in and cover stories from other beats as they cross over. The ideal candidate will also have a hunger to tell large-scale stories that include visual and digital components, as well as personal stories.

Job Functions: The successful candidate must be flexible, a self-starter, attentive to details, diplomatic, able to perform under the pressure of a deadline, and able to multitask. This position will require a minimum of five articles per week for a daily publication, and occasional regional articles that encompass a larger county area to be published.

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