



OCTOBER 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

## Holiday Closures

Thanksgiving:

Nov. 25-26

Christmas:

Dec. 24

New Year's

Dec. 31

## SNEAK PEEK AT 2022 WPA CONVENTION

The WPA will be together again for the 123rd Annual WPA Convention!

The 2022 convention will take place in Casper at the Ramkota Hotel and Convention Center. The event will kick off Thursday evening, Feb. 3, with a welcome reception for early bird arrivals and will end Saturday night, Feb. 5, with the award banquet (and just maybe a jam session with the Angels).

You will be receiving registration details for the Ramkota Convention Center and a tentative schedule of events closer to convention, but right now you can take a sneak peek at some of the sessions you'll be able to attend and details on some of the great speakers we have lined up.

The WPA is delighted to announce two keynote speakers, Mike Blinder, CEO of Editor & Publisher, and Matt McMillan, CEO of Press

Publications and Northstar Media. Blinder will open Friday by dissecting the latest research and data showing that we are still a great industry, with great products and a great future ahead, and McMillan will open Saturday with flipping negative industry perceptions.

We are also very excited to tell you that Tom Silvestri, Executive Director for The Relevance Project, and Bob McInnis of McInnis & Associates, will also be speaking at your convention!

As convention nears, the WPA will announce more speakers and information. You can expect sessions on open meetings and public records, selling total audience, data journalism, publishing newsletters, videography, sports reporting, graphic design, photojournalism, editorial writing, roundtable discussions and more!



**Mike Blinder** is the author of "Survival Selling," has won numerous media awards, is past-president and board member for a number of media/marketing

associations and has been a sought-after speaker at conferences around the world.

Blinder is a sales street fighter who has generated more than \$100 million in multimedia ad sales for newspapers all over North America. Recently he surprised the entire industry with his purchase of Editor & Publisher Magazine, which in short time has doubled its audience and tripled its revenue, even during a pandemic.



**Matt McMillan** is CEO of Press Publications, Northstar Media, Kanabec Publications, Sentinel Publications, which is a family-owned group of 20 community

newspapers, various niche publications/digital sites and two printing plants in Minnesota and Wisconsin. He lives in White Bear Lake, Minn.

Previously, McMillan was VP of Newspapers for Forum Communications based in Fargo, N.D., publisher of the Hutchinson Leader and Litchfield Independent Review and publisher of MessAge Media in Minnesota. With teams

of skilled co-workers, McMillan's publications have earned general excellence awards, including the sweepstakes awards for top newspaper from Minnesota, Wisconsin, North Dakota and South Dakota, the National Newspaper Association and Inland Press Association.



**Tom Silvestri** was named executive director of The Relevance Project in May 2020. The initiative of the Newspaper Association

Managers seeks to empower local newspapers to strengthen their franchises and, in turn, their important role as THE Community Forum.

Silvestri retired Dec. 31, 2019, as the president and publisher of the Richmond (Va.) Times-Dispatch, after a 15-year run that included three owners and the Great Recession. His nearly 45 years in newspapers included promotions as a frontline news manager and editor, unprecedented corporate roles such as the director of news synergy and community newspapers president, several community and industry leadership positions, and the establishment of a civil, civic dialogue initiative called the Public Square that earned The Times-Dispatch national acclaim.

See SNEAK PEEK page 3

## FOLLOW THE WPA!



Industry job postings,  
webinars and news!



Member-relevant posts!



www.wyopress.org

Lots of good information!



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**Ken Smith**

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Liaison Emeritus  
Email: ksmith@uwyo.edu

**WPA STAFF**

Darcie Hoffland, Executive Director  
Cec Moats, Deputy Director

## CODA VENTURES HIRED TO SURVEY READERSHIP ACCESS OF PRINT, DIGITAL



The WPA has contracted with Coda Ventures Audience Research to conduct a survey that will measure the readership/access of Wyoming newspapers' print and digital content covering local community newspaper areas across the state, as well as the readership and trust of public notices in the newspapers.

Coda is a marketing and media research and consulting firm that specializes in local newspapers and local markets. In addition to readership and public notice data, they will also include in the study research covering other media used for local information, civic responsibility, key demographics, overall category purchase and travel intentions, healthcare sought, online betting habits and more.

The survey will be conducted online, enabling respondents to take the survey whenever they want and use whatever device they prefer (such as desktop, smartphone, tablet, etc.). Coda will use a combination of national online

panels, where respondents (based on their zip code) are invited to take the survey. It is expected that the survey will take no longer than 10 minutes.

They WPA is currently working with Coda on the survey template based on what has been used for other press associations, but with modifications to meet the needs of the WPA membership.

Once the research is completed, the WPA will receive the results along with presentation pieces for specific categories that can be used by the association and members. Expected time frame on the research analysis and reports is first part of December.

For more information about Coda, visit: <https://www.codaventures.com/>. Also check out the "Newspaper Ads Work" campaign for The Relevance Project featuring data insights from Coda at <https://relevanceprojectnet.wordpress.com/revenue-resource-2020/>.

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## ZOOM MEETING SET FOR OCT. 28 TO EXPLAIN NEW CONTEST PLATFORM

It's contest time so get your winners ready! Members should have received the 2021 WPA Contest rules via email last week. They are also available on our website at [https://www.wyopress.org/site/pacemaker\\_contest\\_rules.html](https://www.wyopress.org/site/pacemaker_contest_rules.html).

The WPA will be utilizing a new contest platform called ACES (Advanced Contest Entry System). ACES was built and is run by our friends at the Illinois Press Association. The system was built by newspaper people for the newspaper industry, and WPA members will appreciate the functionality and ease of entry. We join over twenty other state press associations, including the National Newspaper Association, in using the ACES contest platform, along with other editorial, journalism and college press associations.

The contest platform will open to accept entries beginning Nov. 1, with deadline set for Friday, Nov. 19.

Jim Angell, the WPA contest administrator, is hosting a discussion of the new entry system Oct. 28 at 1:30 p.m. via Zoom meeting. He will also provide clarification on how to properly submit work for the contest categories, changes to cate-

gories, and time for a Q&A. Closer to the event members will receive an invitation to the live virtual meeting.

This year's WPA Pacemaker's Contest is being judged by our counterparts in North Dakota, except for six categories that will be judged by our associated members. Those categories will include education, business and energy, agriculture, arts and entertainment, obituary writing, and brand promotion.

Entries for the Jim Tiemann Legal Writing Award and Wyoming EPSCoR Science Award are to be submitted via email to [wyopress@wyopress.org](mailto:wyopress@wyopress.org) and the deadline is Monday, Dec. 6. The two contests are judged from outside panels and include a cash prize.

If you did not receive contest materials and would like to, or should you have any questions please don't hesitate to reach out to WPA staff at (307) 635-3905 or [wyopress@wyopress.org](mailto:wyopress@wyopress.org).

All questions pertaining to the uploading of entries through the ACES portal should be directed to Jim Angell at (307) 630-4078 or to [wyonewsexchange@gmail.com](mailto:wyonewsexchange@gmail.com).

## SNEAK PEEK CONTINUED FROM FRONT PAGE



**Bob McInnis** is a 30-year veteran of the business side of the newspaper industry. After graduating from Dartmouth College in 1984, he got a job as a newspaper ad rep at his hometown's weekly newspaper group. He eventually served as ad director there and at a larger group of 10 quality community newspapers before being hired by 750,000 circulation Newsday/New York Newsday as their major accounts supervisor. After that, he became their training manager, responsible for the training and support of over 100 ad reps.

He had developed a different approach to ad sales that he started teaching his ad reps that drove substantial results, prompting Suburban Newspaper of America (now called the Local Media Association) to name his approach "the best idea of all time."

## SEND THE WPA YOUR STATEMENT OF OWNERSHIP!

Wyoming Press Association newspapers, please remember to send a copy of your Statement of Ownership form to the WPA office by **Oct. 31**. The U.S. Postal Service's annual requirement is also used by the WPA for the newspaper directory publication.

We kindly request that it be emailed to [wyopress@wyopress.org](mailto:wyopress@wyopress.org).

### 2021 WPA COMMITTEES

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David Peck  
Lovell Chronicle

Ken Smith, Rob Mortimore,  
Joshua Wood, Kristen Czaban

#### Budget

Jen Sieve-Hicks, Jeff Moberg,  
Kevin Olson

## PRICE CHANGE FOR DIGITAL AD NETWORK BEGINS NOV. 1



Starting Nov. 1 the price for the WPA Digital Advertising Network will be changing.

The digital network gives advertisers a one-stop-shop opportunity to run their online ads on remnant advertising space on newspaper websites across the state of Wyoming. Presently the program, which guarantees 500,000 impressions over 30 days, sells for \$2.99 cpm (cost per thousand) or \$1,499 per month. On Nov. 1, the price will increase to \$4.99 cpm or \$2,495 per month.

WPA members will also see an increase in the hold-back for their paper when they sell the digital network. Previously when sold by newspapers, they would keep \$499, and now the paper will hold back an amount reflecting the price increase, which

amounts to \$825.

This program also pays out a 10% dividend on total income to those newspaper websites participating in the network at the end of the year.

Advertising departments should have received an updated sales and information flyer. Should you have any questions on how to become a participating newspaper website for the advertising network, how to sell the program or on the new price, please email the WPA office at [wyopress@wyopress.org](mailto:wyopress@wyopress.org).

The program that limits inventory to two advertisers per month and that has been tracking a click-thru rate six-times the national average, includes 27 participating newspaper websites. Those newspapers are:

Basin Republic-Rustler  
Bridger Valley Pioneer  
Cody Enterprise  
Douglas Budget

Gillette News Record  
Glenrock Independent  
Green River Star  
Kemmerer Gazette  
Laramie Boomerang  
Lovell Chronicle  
Lusk Herald  
Moorcroft Leader  
News Letter Journal  
Northern Wyoming News  
Pinedale Roundup  
Platte County Record Times  
Powell Tribune  
Rawlins Times  
Rock Springs Rocket Miner  
Saratoga Sun  
Sheridan Press  
Sublette Examiner  
Sundance Times  
Thermopolis Independent Record  
Torrington Telegram  
Uinta County Herald  
Wyoming Tribune Eagle

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*From left: Tiffany Erickson and Dave Eskelsen*



## THE AD SALES CYCLE: "...THE END LEADS TO A NEW BEGINNING"



**By John Foust**  
Raleigh, NC

Let's take a look at the sales cycle.

For our purposes, the focus is on advertising media sales, but this concept can apply to any business. Although the cycle has a beginning and an end, the end leads to a new beginning.

We'll limit our 30,000-foot view to four steps, each of which could feature multiple sub-categories. Start by imagining a circle which is divided into four quadrants. Quadrant 1 is located in the top right, and we move clockwise to Quadrants 2, 3 and 4.

Here's how it works:

**1. Sale.** For simplicity's sake, Quadrant 1 represents everything in the sales process, including: identifying prospects, pre-meeting research, appointments, presentation techniques, discovery questions,

initial and follow-up contact, answering objections, and closing or advancing the sale.

**2. Delivery.** After the sale is made, it's time to deliver what has been sold. Quadrant 2 contains everything in the ad creation and production process: creative strategy, ad tactics, target audiences, copywriting, and ad design.

**3. Outcome.** Results are in Quadrant 3. Are the ads working? Or more to the point, are the ads meeting or exceeding the advertiser's expectations? If the answer is "yes," you're on solid ground. If the answer is "no," there is some work to be done to change the outcome.

It's all about expectations. If the client is running image ads, it's difficult to measure results, because that would require relying on public perceptions, and perhaps market research or focus groups.

Response ads are easier to measure. A specific promotion either works or it doesn't. A clearance sale either generates revenue or it doesn't.

**4. Judgment.** Quadrant 4 represents

the verdict, the conclusion that resides in the client's mind. Just think of the old movies that show a Roman emperor giving a thumbs-up or a thumbs-down sign at a gladiator contest.

If the outcome of the advertising is perceived as positive or promising, the judgment will be thumbs-up. But if the outcome is seen as negative, they'll give it a thumbs down.

We see this process as a cycle, because the judgment step leads back to the sales quadrant. A thumbs-up judgment means the next sale will be easier, because the advertiser is pleased with the outcome. Thumbs-down means the next sale will be much more difficult – with big resistance to overcome. He or she thinks, "The ads didn't work, so why in the world should I spend my hard-earned money to run more ads in that paper?"

You see, when it comes to judging the effectiveness of an advertising campaign, clients usually base their decisions on what happens when the ads run, not on

**See AD SALES CYCLE next page**



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## STATEWIDE ADVERTISING PROGRAM DIVIDENDS RELEASED

### TOTAL INCOME COLLECTED WAS OVER \$11,304 FOR SECOND QUARTER

WPA members should have received third quarter 2x2/2x4 and WyCAN dividend payments for the year.

Checks were mailed to all the papers Oct. 20. The payments reflect income from the two advertising programs taken in between July 1 to September 30, 2021.

Cash income collected between the statewide print programs for second quarter totaled \$11,304.50.

Under the terms of the WPA ad programs, the 41 participating WPA members share 50 percent of the 2x2/2x4 program income, and the 40 participating papers share 10 percent of the WyCAN program income.

The WPA would encourage our members to actively sell the statewide print programs to their advertising clients. Remember, the more you sell, the more you make on the front end also.

When a newspaper sells one of these programs, they keep 50 percent of the sale and send us the other 50 percent in which we end up sharing as mentioned above in dividend payments quarterly. These programs help fund important member initiatives.

## AD SALES CYCLE

CONTINUED FROM PREVIOUS PAGE

what they were told in the beginning of the process. Results speak louder than words.

The bottom line is that making a sale is just the first step. When the ads start running, it's all about delivering positive outcomes, which lead to positive judgments. Those positive judgments can easily lead to more sales – and loyal, long term 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*

Also, a friendly reminder, we do not invoice our members for the WPA share of the programs sold. If you have sold any of the statewide or regional advertising programs, we would kindly ask you to mail the WPA share to our office at 2121 Evans Ave., Cheyenne, WY 82001.

When we do not receive this income for the WPA network ads you sell, then

we cannot share it with the members for running the program ads.

Should you have any questions about the dividend check or would like more information on how to sell these programs please don't hesitate to reach out – we're more than happy to help! You can email the WPA office at [wyopress@wyopress.com](mailto:wyopress@wyopress.com) or phone us at 307.635.3905.

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# WYOMING ECONOMIC SUMMARY REPORT AVAILABLE

## STATE REBOUNDS IN SECOND QUARTER

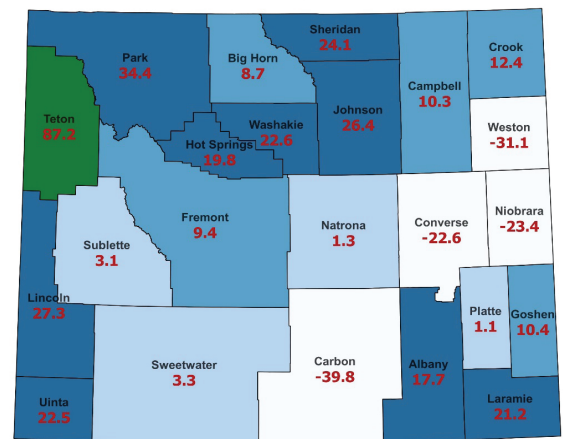
A new edition of the Wyoming Economic Summary Report came out not too long ago highlighting the State's economic conditions. The economic indicators that are discussed and graphically illustrated include employment by industry, income, housing, taxable sales, tourism, agriculture, and selected revenue for the second quarter of 2021 (2Q21).

"As the curve of COVID cases flattened, Wyoming's economy continued to rebound in the second quarter, but the pace was somewhat slower than the U.S. average. The slow recovery in the state's oil & gas drilling activities is still dragging the speed of Wyoming's labor market improvement," said Dr. Wenlin Liu, Chief Economist with Wyoming Division of Economic Analysis. "Approximately 10,700 or 4.1% less payroll jobs were recorded in the second quarter of 2021 compared to the prior year, led by -1,300 (-8.1%) in the mineral extraction and -1,600 (-7.5%) in construction industries."

You may download the report at: [http://eadiw.state.wy.us/wef/Economic\\_Summary2Q21.pdf](http://eadiw.state.wy.us/wef/Economic_Summary2Q21.pdf)

### Annual Percent Change in Taxable Sales: 2Q2020 - 2Q2021

Wyoming = 12.1%



Source: Wyoming Department of Revenue

## CLASSIFIEDS

### Help Wanted - Reporter

**The Basin Republic-Rustler** is looking for a reporter in the Basin and Burlington areas 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, WY 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.

### Help Wanted - Reporter

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](mailto:editor@thesheridanpress.com)

### For Sale

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