



AUGUST 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

SEPT. 6

WPA office closed for Labor Day

SEPT. 24

WPA Fall Meeting Laramie

Feb. 3-5, 2022

WPA Annual Convention Casper

WYOMING PAPERS WIN 66 IN NNA CONTEST

Wyoming newspapers were awarded 66 wins in the National Newspaper Association Foundation's 2021 Better Newspapers Contest

There were 1,229 entries in the Better Newspaper Editorial Contest and 180 entries in the Better Newspaper Advertising Contest for a total of 1,409 entries. A total of 509 awards were won by 83 member newspapers in 33 states.



Wyoming had 66 winning entries, coming second only to Iowa who had 74 wins and beating Texas who had 44.

Three Wyoming newspapers received awards for general excellence in their respective divisions: the News Letter Journal, first place; Wyoming Tribune Eagle, second place; and Glenrock Independent, third place. The list of Wyoming newspaper winners by category (awarded in their respective divisions) can be found on page 7.

Judging was performed primarily by active community newspaper editors and publishers, as well as retired university journalism professors and retired or former newspaper professionals.

Winners will be recognized at the awards ceremony Saturday, Oct. 2, during NNAF's 135th Annual Convention & Trade Show in Jacksonville, Fla.

For a list of all the categories, winners, and more information, go to: <http://www.nnaweb.org/better-news-paper-contest>.

Established in 1885, the National Newspaper Association (NNA) is the voice of America's community newspapers and is the one of the largest newspaper associations in the country. The NNA Foundation (NNAF) is the educational arm of the NNA. Its mission is to promote news literacy, protect the First Amendment, and enhance the quality, role and capabilities of community newspapers and community journalists.



FOLLOW THE WPA!



Industry job postings, webinars and news!



Member-relevant posts!



www.wyopress.org

Lots of good information!



wyopublicnotices.com

Public notices printed in all of Wyoming's newspapers

PAYMENTS ENROUTE

In the next couple of days Wyoming Press Association (WPA) members will receive payment for the Wyoming Department of Insurance ads.

Payment covers twelve months of ad insertions that ran in May, June, July and August 2021, and pre-payment for the ads running in September 2021 through April 2022.

Additionally, if newspapers made a pledge to the Wyoming Press Association Foundation (WPAF) this year, that donation will be subtracted from the payment.

Should you have any questions about the check you receive or the WPAF pledge amount, please contact the WPA office at wyopress@wyopress.org or (307) 635-3905.

'21 CONTEST LOOMS!

Wyoming Press Association contest chair Jim Angell urges WPA members to avoid some stress and start setting aside their best written stories and brilliantly designed ads NOW for ease of uploading to the 2021 WPA Contest.

The contest website opens Nov. 1 and entries will be accepted until midnight Nov. 19.

Contest submissions will then be judged by colleagues from the North Dakota Newspaper Association.

Contest rules will be emailed to your paper and posted to the WPA website prior to the first day of submission.

For questions or if you would like more information, please email the WPA office at wyopress@wyopress.org.

2021 WPA BOARD MEMBERS**Jen Sieve-Hicks, President**

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Toby Bonner

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WPA STAFF

Darcie Hoffland, Executive Director
Cec Moats, Deputy Director

2021-22 PRESS PASSES AVAILABLE FROM WPA

The WPA has redesigned its press IDs for the 2021/2022 school year.

Be advised that if you are covering or shooting any high school sporting events or other school activities that the Wyoming High School Activities Association will only admit newspaper staff that display the new ID.

The WPA requires publishers to reach out when requesting IDs for any staff.

Contact the WPA office via email at wyopress@wyopress.org with the name of the staff member and a photo. Titles may also be added.

**STATEMENT OF OWNERSHIP DUE OCTOBER 1**

The U.S. Postal Service's annual Statement of Ownership, Management and Circulation (PS form 3526) must be filed by Friday, October 1.

The information provided on Form 3526 allows the U.S. Postal Service to determine whether the publication meets the Standards of Periodicals mailing privileges. Newspapers with electronic subscriptions to claim will also use Form 3526.

The Statement of Ownership in your newspaper must publish as follows

- Dailies and 2-3 times weekly: by Oct. 10
- Weeklies: by Oct. 31

The form is available on the USPS website: <https://about.usps.com/forms/ps3526.pdf>

WPA members must also email a copy of the form to the WPA office at wyopress@wyopress.org. This is a requirement for the membership directory publication, and we ask that our office receive your statements no later than Oct. 31.

PAYMENTS FROM AD PROGRAMS SENT JULY 28

WPA members should have received second quarter 2x2/2x4 and WyCAN dividend payments for the year. Checks were mailed out to all the papers on July 28. The payments reflect income from the two advertising programs taken in between April 1 to June 30, 2021.

The total cash income collected between the statewide print programs for second quarter totaled \$13,591. 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. WPA members then share in the aforementioned dividend payments quarterly. These programs help fund important member initiatives.

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.

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.org or phone us at 307.635.3905.

NATIONAL NEWSPAPER WEEK OCTOBER 3-9

Since 1940 the Newspaper Association Managers, Inc. (NAM) has sponsored and supported National Newspaper Week, a week-long promotion of the newspaper industry in the United States.

This year National Newspaper Week will be celebrated Oct. 3-9.

Closer to the event a content kit with editorials, editorial cartoons and promotional ads will be available for free download at <http://www.nationalnewspaperweek.com/>.

Next month's bulletin will include this year's theme, so keep your eyes peeled.



135th NNAF Annual Convention & Trade Show 2021

Jacksonville, Florida • September 30 - October 2

We were
Local

before local was cool

NNA'S 135TH ANNUAL CONVENTION AND TRADE SHOW:

WE WERE LOCAL BEFORE LOCAL WAS COOL

NNA's 135th Annual Convention and Trade Show will address pressing business objectives of community newspaper owners, publishers and senior staff with educational sessions and peer sharing activities.

SAVE THE DATE:

Sept. 30-Oct. 2, 2021 at the Hyatt Regency in Jacksonville, Florida

For registration information go to:

<https://nna.formstack.com/forms/nnaconvention2021>

2021 WPA COMMITTEES

Hall of Fame

Ken Smith (Chair)
UW Liaison Emeritus

Pat Schmidt
WPA Past-president

JT Malmberg
Cody Enterprise

Kevin Olson
Jackson Hole News&Guide

NNA

Robb Hicks (Chair)
Buffalo Bulletin

Matt Adelman
Douglas Budget

Legislative

Jim Wood (Chair)
Wyoming Newspapers, Inc.

Jen Sieve-Hicks
Buffalo Bulletin

Bob Bonnar
Newcastle News Letter Journal

Josh Wolfson
Casper Star-Tribune

Jeff Moberg
Sundance Times

Kristen Czaban
The Sheridan Press

Marketing / Audience

Darcie Hoffland (Chair)
WPA Executive Director

Mark Tesoro
Uinta County Herald

Kevin Olson
Jackson Hole News&Guide

Rob Mortimore
Wyoming Newspapers, Inc.

Toby Bonner
Powell Tribune

Contest

Jim Angell (Chair)
Wyoming Newspaper Exchange

Brian Martin
Wyoming Tribune Eagle

Joshua Wood
Saratoga Sun

Toby Bonner
Powell Tribune

Milton Ontiveroz
UW/Associates Chair

Convention

Darcie Hoffland (Chair)

David Peck
Lovell Chronicle

Ken Smith, Rob Mortimore,
Joshua Wood, Kristen Czaban

Budget

Jen Sieve-Hicks, Jeff Moberg,
Kevin Olson

EVERY AD IS SACRED

“AS OF RIGHT NOW THE WPA HAS LOST \$6,976.33 TO DNRs”



Darcie Hoffland
WPA Executive
Director

At the beginning of August, I attended the NAM (Newspaper Association Managers) annual convention.

Mark Thomas from the Oklahoma Press Association (OPA) shared with us the DNR jars that he did for his mem-

bership, and I think they are awesome!

I truly appreciate this idea and want to share it with our members.

The front of the jar contains wise (and clever) words. Here they are.

“Every ad is precious and should be handled just like money.

And, if it “Did Not Run” it is anything but funny.

Sure, it isn’t easy when ads come from near and far, by mail, by foot, by fax, by phone, by email and by car.

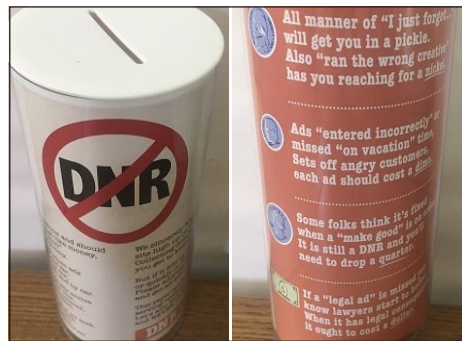
No matter how the ads arrive we must remember this, if ads don’t run as ordered, someone will be miffed!

Perfection is the goal we seek. We should NEVER DNR. But if it ever happens, get a coin and plug this jar.

We sincerely hope this jar sits high up on the shelf, collecting dust forever and you get to keep your wealth.

But if it fills up slowly or quickly in some cases, please address the breakdown and get all ads in their places.

This paper works like no one else serving readers near and far. Let’s also be a smart business and NEVER DNR!”



As of right now the WPA has lost \$6,976.33 to DNRs, which is \$337.51 more than the entire fiscal year of 2020. At the same time last year, the total of DNRs was less than half of what we are seeing now, \$3,097.92.

We’ve all heard it before, “it’s far cheaper to keep an existing customer than obtain a new one.” This is your money, and

I urge each member paper to make a DNR jar for their advertising department. The goal is perfection!

But sometimes, despite best efforts, mistakes happen. If an ad that comes from the WPA doesn’t run, please call or email me right away so I can arrange for a ‘make good’ so your paper keeps the revenue from the buy, and our customers stay happy – because my goal is the best customer service and the best customer satisfaction!

If you don’t notify the WPA about a DNR and we find out about it a week later when we tearsheet, it may be too late to arrange for a ‘make good’ run.

Finally, because I’m not as creative as Mr. Thomas from the OPA, I’m going to end with words inspired by his, but mostly by Monty Python.

Every ad is sacred

Every ad is great

If an gets wasted,

the WPA gets quite irate.

(Not when you let us know right away to fix the mistake. Not when you are on top of it because you care about every ad.)

Every ad is wanted

Every ad is good

Every ad is needed

In your neighborhood.



METRO

Create. Sell. Profit.

Graphic images, photos, ads, covers, articles, sections, puzzles, recipes, sales ideas... supporting print and digital publishers like you for over 110 years!



800-223-1600 • metrocreativeconnection.com



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: Tiffany Erickson and Dave Eskelsen



LESSONS FROM A FAILED ADVERTISER



**By John Foust
Raleigh, NC**

I remember talking to Clark about his early days in advertising. When he started his then-small marketing business, one of his first clients was a fast-food establishment that needed help with an introductory campaign. Although the store manager knew almost nothing about advertising, he understood that it was important.

According to Clark, three factors drove the advertising strategy: (1) the budget was severely limited, (2) although it was a national brand, the business was new to the market, and (3) a large university was about two miles away.

“In those pre-Internet days, the college market was the store manager’s best option,” Clark said, “and I figured the surest way to reach those students was through the college newspaper. The challenge was to give them a reason to travel two miles for fast-food. I decided to run a series of quarter-page ads, with discount coupons.

The price fit the manager’s budget, and

the coupons would give him a way to measure results. Each ad had a code number on the coupon, so he would know which days of the week drew more responses.”

When Clark dropped by the store after a few ads ran, the store manager held up a big paper grocery bag which was overflowing with coupons. There was no organization at all, and it was obvious that coupons had been mixed together in the bag. The ads had pulled in some customers, but – even though they had discussed the significance of measuring results – the manager clearly had no interest in following through.

“Unfortunately, that fast-food place didn’t stay open very long,” Clark explained. “For several years after it closed, I wondered if I could have provided more help. But eventually I came to realize that advertising alone can’t keep a business going. People were willing to try the restaurant once, but the food simply wasn’t good enough to bring them back. The store manager had a gruff personality that may have turned off customers. I also heard that there were staffing problems and issues with state restaurant inspections.”

Although that was a painful experience, it taught Clark some lessons which benefited him in later campaigns.

“The first lesson was the importance of a system for clients to track ad responses,” he said. “That can be as simple as a box with folders to organize coupons. Or it can be as sophisticated as a spreadsheet or tracking software.

“The second lesson was to develop a way to capture customer information – at least a name and email address. That can be done with some kind of loyalty program, a requirement to provide information before downloading an online coupon, or an in-person sign-up for future deals.

“The biggest lesson of all,” Clark said, “was the first-hand observation of the power of the consumer’s in-store experience. The ultimate goal is for the customer to see the store as worth a second, third and tenth visit. Experience, not advertising, is the determining factor in customer loyalty.”

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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

BETTER, TOGETHER.

Strong communities better us all.
We give of our time and resources to help make this a place we can all be proud to call home.

See how we’re involved at
blackhillsenergy.com/serving.

WINNERS OF THE NNA BETTER NEWSPAPER CONTEST

BUFFALO BULLETIN

FIRST PLACE

Online Album or Slide Show, Jessi Dodge
 Best Photo Essay, Jessi Dodge
 Best Sports Photo, Jessi Dodge
 Best Special News, Sports or Feature Section or Edition,
 Staff

SECOND PLACE

Community Service Award, Bulletin staff
 Story-Series - Best Business Story, Mara Abbott
 Best Small-Page Ad, Ashley Hughes
 Best Use of Ad Color, Stacy Bronson, Ashley Hughes

THIRD PLACE

Best Restaurant Ad, Stacy Bronson
 Best Single Ad Idea, Color, Stacy Bronson
 Best Use of Photographs, Jessi Dodge, Stacy Bronson, Staff

HONORABLE MENTION

Best Editorial Page(s), Bulletin staff
 Best Feature Series, Stephen Dow
 Best Single Ad Idea, Black & White, Stacy Bronson
 Best Single Ad Idea, Color,
 Stacy Bronson, Margret Boydston
 Best Use of Ad Color, Stacy Bronson

CODY ENTERPRISE

FIRST PLACE

Best Use of Ad Color, Shannon Severude, Cassie Capellen
 Best Use of Local Photography in Ads,
 Shannon Severude, Cassie Capellen

HONORABLE MENTION

Best Feature Photo, Lauren Modler

DOUGLAS BUDGET

FIRST PLACE

Best Profile Feature Story, Cinthia Stimson

SECOND PLACE

Best Feature Photo, Chase Vialpando
 Best Sports Photo, Mike Moore
 Best Non-Profile Feature Story, Mary Stewart

THIRD PLACE

Best Breaking News Story, Chase Vialpando
 Best Sports Feature Story or Series, Joshua Clark
 Best Sports Story, Mike Moore

GLENROCK INDEPENDENT

**THIRD PLACE: General Excellence,
 Cinthia Stimson & staff**

JACKSON HOLE NEWS&GUIDE

FIRST PLACE

Best Breaking News Story, Billy Arnold, Emily Mieure
 Best Education/Literacy Story, Tom Hallberg
 Best Profile Feature Story, Mark Huffman
 Best Sports Feature Story or Series, Mike Koshmrl
 Rookie Reporter of the Year, Billy Arnold

SECOND PLACE

Best Front Page Design, Samantha Nock
 Best Informational Graphic, Andy Edwards
 Best Use of a Double-Truck, Samantha Nock
 Legacy.com's Best Obituary Tribute, Mark Huffman
 Best Investigative or In-Depth Story or Series,
 Tom Hallberg

THIRD PLACE

Best Reporting on Local Government, Tom Hallberg
 Best Investigative or In-Depth Story or Series,
 Mike Koshmrl
 FOI - Freedom of Information, Billy Arnold

HONORABLE MENTION

Best Serious Column, Paul W. Hansen
 Best Special News, Sports or Feature Section or Edition,
 Mike Koshmrl, Bradly J. Boner, Andy Edwards

NEWCASTLE NEWS LETTER JOURNAL

FIRST PLACE: General Excellence, Staff

FIRST PLACE

FOI - Freedom of Information, Alexis Barker & Kim Dean

SECOND PLACE

Best Non-Profile Feature Story, Walter Sprague

THIRD PLACE

Best Use of Photographs, Staff
 Story-Series - Best Health Story, Alexis Barker
 Best Classified Section, Siri Karr

HONORABLE MENTION

Best Front Page Design, Amy Menerey
 Civic - Community Service Award,
 Bob Bonnar, Stephanie Bonnar
 Story-Series - Best Health Story, Alexis Barker

UINTA COUNTY HERALD

FIRST PLACE

Best Serious Column, Sheila McGuire

WYOMING TRIBUNE EAGLE

SECOND PLACE: General Excellence, Staff

FIRST PLACE

Best Editorial, Brian Martin
 Best Breaking News Photo, Michael Cummo
 Best Feature Photo, Michael Cummo
 Best Pandemic Photo or Series, Michael Cummo
 Best Special News, Sports or Feature Section or Edition,
 WTE staff

SECOND PLACE

Best Feature Photo, Michael Cummo
 Best Sports Photo, Michael Cummo
 Best Breaking News Story, Jeremiah Johnke,
 Niki Kottmann, Isabella Alves, Kathryn Palmer
 Best Non-Profile Feature Story, Niki Kottmann
 Best Performing Arts Story, Niki Kottmann
 Best Profile Feature Story, Tom Coulter
 Best Sports Feature Story or Series, Jeremiah Johnke

HONORABLE MENTION

Editions - Best Local News Coverage, Staff

PEOPLE AND OTHER STUFF

The **Laramie Boomerang** and **Rawlins Times** welcome **Greg Johnson**, a veteran Wyoming journalist, as managing editor for the publications. Johnson mostly recently was managing editor for the Gillette News Record. Prior to his stint in Gillette, he spent seven years as a writer and managing editor for Sarah Palin’s hometown newspaper in Wasilla, Alaska, during her selection and campaign as John McCain’s running mate in the 2008 presidential election. Johnson grew up in the Denver suburbs on

the Front Range of Colorado and attended the University of Colorado at Boulder.

The **Saratoga Sun** has added **Micky Jones** as a reporter to its staff. Micky is a 2012 graduate of Encampment (Wyo.) K-12 School. Her first day at the Sun was August 10. Editor/Publisher Joshua Wood is excited to fill the position and to have someone with connections to the south end of the Platte Valley.

CLASSIFIED

Editor Wanted

Lead a twice-weekly publication voted Wyoming’s best large weekly in 2020. With a talented, experienced staff, this position is a community editor’s dream. **THE POWELL TRIBUNE** values quality content. 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 focused on producing quality stories, photos, and other content for the residents of Powell and Park County in northwest Wyoming. This job will encompass a variety of day-to-day responsibilities, including editing copy from staff and other sources. We are 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 Powell area is surrounded by beautiful mountains and scenery, including Yellowstone National Park just 90 miles to the west. To learn more about the Tribune, visit our website at www.powelltribune.com.

We offer a competitive beginning salary plus health and vision ben-

efits and paid vacation. Please send a cover letter, resume, clips, and a photo portfolio to: toby@powelltribune.com

General News Reporter Wanted

THE NORTHERN WYOMING NEWS, a weekly newspaper in Worland, Wyoming, is seeking a community-focused reporter interested in government, feature and general news writing to become part of a great editorial team.

The ideal candidate will be committed to excellent writing and accurate reporting while covering Washakie County and the Big Horn Basin. This job encompasses a variety of responsibilities including, but not limited to, generating own story ideas, reporting, writing and photography. Position will involve evening and weekend work. **Preferred requirements:** Journalism degree or equivalent experience and digital photography experience, but will train the right person. **Benefit package** includes health insurance, paid vacation and Simple IRA match.

Please submit a cover letter, your resumé and at least two examples of your best work to [Karla Pomeroy](mailto:Karla.Pomeroy@wyodaily.com) at editor@wyodaily.com, or mail to 201 N. 8th St., Worland, WY 82401.

Thrive in a connected world

Reach your audience anytime, anywhere with our integrated content, revenue, and engagement platform.



TN TownNews

Learn more at:
TownNews.com/Solutions