



Calendar of Events

Nov. 4

Wyoming High School Student Press Association Convention
Central Wyoming College
Riverton, Wyo.

JAN. 23-25, 2020

WPA Annual Convention
Ramkota Hotel & Conference Center
Casper, Wyo.

Holiday Closures

Thanksgiving

Thursday and Friday,
Nov. 28-29

Christmas

1/2 Day Christmas Eve
and Christmas Day

New Year's Day

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INDUCTION - Former NNA past presidents join in the induction of Douglas Budget Publisher Matt Adelman at the NNA Convention in Milwaukee. From left: Matthew Paxton, publisher of the News-Gazette in Lexington, VA, 2016-17; Susan Rowell, Lancaster (S.C.) News, 2017-2018; Andrew Johnson, Dodge County (WI) Pionier, 2018-2019; and Matt Adelman, Douglas Budget/ Glenrock publisher (more photos page 3) -- photo by Jim Angell

SEMINARS, AWARDS AND THE INDUCTION OF MATT ADELMAN AT THE NNA CONVENTION

By Kevin Olson, Jackson Hole News&Guide publisher

So I went to Milwaukee and all I got was.....

Affirmation of the value of leaving our offices for a few days and getting a sense of why we do this in the first place. Ok, why?

It's not about us; its about creating vitality in our communities through the reporting, features and commerce we bring to life in our towns. We do this every time we publish through the news audiences we cultivate in our print and digital presentation of what happens in our hometowns.

This year's National Newspaper Association convention (its 133rd by the way) was Oct. 3-5 in Milwaukee, WI. What's Milwaukee famous for? Pabst Blue Ribbon, the Brewers, Harley Davidson, Khol's and sausage. And now, Douglas Budget / Glenrock Independent Publisher Matt Adelman.

Matt was handed the president's gavel as the volunteer leader of the NNA Board of Directors. For the next year Matt oversees the NNA's executive committee, nine regional representatives, five at-large directors and relationships with the Local Media Association, Newspaper Association Managers and the American Court & Commercial Newspaper. Piece of cake? Glutton for punishment? Neither - duty and service to this important association of community newspapers across the country. Congratulations Matt.

KO's takeaways from the NNA conference (in no particular order):

-- It was an honor to represent the great state of Wyoming in the traditional flag presentation at the Opening Breakfast and Keynote speech. That flag was held high and tight! What a great tradition.

See NNA page 3

2019 WPA BOARD MEMBERS**Kristen Czaban, President**

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Cec Moats, Deputy Director
Josie Jenkins, Office Assistant

happy BUFFALO BULLETIN BIRTHDAY TORRINGTON TELEGRAM

On October 9, 1890, the Buffalo Bulletin was founded. The writers active in Johnson County in 1892 were not at a loss to find some “good hard news” as the battles of the “Johnson County Cattle War” raged and people were shot from ambush.

Volume 1, Number 1, of the Torrington Telegram hit the streets of Torrington on Oct. 10, 1907. The subscription price was a \$1.50 for a year and the slogan under the flag stated, “The Telegram will be a weekly boost for Torrington.”

DOHRN, WALDMAN AND WPA CONVENTION

We’re only three months away from the 121st Annual WPA Convention in Casper! The 2020 convention begins Thursday evening, Jan. 23 with a welcome reception for early bird arrivals and will end Saturday night, Jan. 25, with the award banquet.

You will be receiving registration details for the Ramkota Convention Center and a tentative schedule of events closer to convention time, but right now we have more speakers to tell you about.

The WPA is delighted to announce that attending this year is Steve Waldman, Co-founder and President for Report for America, and Ryan Dohrn, creator of the 360 Ad Sales System.



Ryan Dohrn, who has taught over 15,000 ad sales reps in seven countries, is also the founder of media sales strategy firm Brain Swell Media. What makes Ryan unique is that he still sells media to this day. Ryan works with over 50 newspapers each year and has a deep passion for the newspaper sales business. Ryan’s 25-year media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com.



Steve Waldman crafted the plan for Report for America after authoring the Federal Communications Commission landmark report “Information Needs of Communities,” which NPR described as “one of the most comprehensive overviews of the US media ever produced.” WPA publishers can expect to hear about new business strategies and models for re-establishing local journalism. An experienced entrepreneur, Steve co-founded the multifaceted religion website Beliefnet.com, which won the National Magazine Award, and LifePosts.com, a platform for online memorials. Earlier, he was National Editor of US News & World Report and National Correspondent for Newsweek. He was Senior Advisor to the CEO of the Corporation for National Service and wrote a book on the creation of AmeriCorps (The Bill).

BETTERBNC PORTAL NOW OPEN FOR CONTEST

On the 18th everyone should have received instructions for uploading 2019 Pacemaker Contest entries to the BetterBNC.com site, along with the categories and rules for submission. The rules are also available on the WPA website at https://www.wyopress.org/site/pacemaker_contest_rules.html. Please note that we require full copies of your newspaper for the general excellence, advertising excellence and typographic excellence contests to be mailed directly to the WPA office at 2121 Evans Ave., Cheyenne, WY 82001. The deadline is Friday, Nov. 15.

Entries for the Jim Tiemann Legal Writing Award and Wyoming EPSCoR Science Award are to be sent via email to wyopress@wyopress.org, and the deadline is Friday, Dec. 13. These two contests are judged from outside panels.

If you did not receive contest materials or if you have any questions, please call the WPA at (307) 635-3905 or email wyopress@wyopress.org. Questions pertaining to the uploading of entries through the BetterBNC portal should be directed to Jim Angell at jim@acecopyediting.net.

NNA CONTINUED FROM PAGE 1

-- A quick plug for the role vendors play in our businesses. Walking through the Trade Show halls and talking to vendors reminded me how important they are to our success.

We don't have the resources to do everything. Selecting the right vendors for the right needs is vital in this day and age. There's a vendor for everything!

The same applies to you if you're on the business side: you're an important vendor in the success of your local businesses. So wear that notion proudly and don't back off or shy away from talking to every business in your market area about their business needs and how local media companies can help.

-- Spend time building your social media following. Gulp - if you're like me, this is a tough one, but it's true. Social media for better or worse is here to stay. Embrace it to amplify the distribution of your news and feature reporting.

And yes, you can monetize the traffic, too. In the latest development, Facebook through Instant Articles Subscription, is working with local publishers with website meters to sell subscriptions to our publications.

A reader may be in Facebook, but the the subscription action is redirected and sold on your site and you keep 100% of the proceeds.

Also, spend time inviting Likes and tagging businesses who are in our publications. Both increase the share-ability of your news and increase relevance and likelihood of following more regu-

larly your reporting.

-- We're fortunate to have many Wyoming news producers owned by families and larger companies operating like family-owned. I say this because I led a session titled "Discussions with other family-owned newspapers."

Local businesses owned and operated by locals can make decisions in real time, bringing out the best in our communities. Yes, we may lack the access to resources of larger outfits, but we make up for that in grit and determination to bring news and marketing solutions to our cities and towns.

--When duty calls, Wyoming steps up to the plate. Joining me in leading and facilitating other sessions where none other than former WPA Executive Director Jim Angell (Better reporting, writing and content for readers and Protecting public notices) and Buffalo Bulletin Publisher Robb Hicks (Selling against social). It's tough duty, but there taking care of dinner and bar tabs was Green River Star Publisher Louie Mullen and you already read about Matt Adelman.... A great

turnout knowing travel to Milwaukee is more than a hop, skip and a jump way.

When in doubt, I recommend you get out and attend an industry convention (or two) as it helps expand our horizon on our transforming news and business models.



TOP PHOTO: Per tradition, Jackson Hole News&Guide Publisher Kevin Olson takes his turn presenting the state flag at the Opening Breakfast and Keynote speech.

BOTTOM PHOTO: Showing off the hardware are publishers, from left: Robb Hicks, Buffalo Bulletin; Lisa and Matt Adelman, Douglas Budget/Glenrock Independent; and Kevin Olson, Jackson Hole News&Guide. The Bulletin and News&Guide each won general excellence in their respective divisions.

-- photos by Jim Angell

2019 WPA COMMITTEES

Hall of Fame

- Darcie Hoffland (Chair)
Wyoming Press Association
- Mark Tesoro
Kemmerer Gazette
- Pat Schmidt
Past President
- Ken Smith
UW Liaison Emeritus

NNA

- Louie Mullen (Chair)
Green River Star
- Matt Adelman
Douglas Budget
- Toby Bonnar
Powell Tribune
- Robb Hicks
Buffalo Bulletin

Legislative

- Rob Mortimore (Chair)
Torrington Telegram
- Bob Bonnar
Newcastle News Letter Journal
- Jim Wood
Wyoming Newspapers, Inc.
- Kristen Czaban
The Sheridan Press
- Jen Sieve-Hicks
Buffalo Bulletin

Audience/ Marketing

- Kevin Olson (Chair)
Jackson Hole News&Guide
- Rory Palm
Adams Publishing Group
- Stephanie Bonnar
Newcastle News Letter Journal
- Jade Stevenson
Gillette News-Record
- Cathy Cline
Riverton Ranger

Contest

- Rory Palm (Chair)
- Lara Love
Thermopolis Independent Record
- Jade Stevenson
- Rob Mortimore

Convention

- Jen Sieve-Hicks (Chair)
- Kevin Olson
- Lara Love
- Milton Ontiveroz
Associates Group Chair

Budget

- Kristen Czaban (Chair)
- Louie Mullen
- Stephanie Bonnar
- Mark Tesoro

LEGISLATURE MEETS TO DISCUSS PUBLIC RECORDS ACT

The Joint Judiciary Committee will meet in Cheyenne Nov. 1 to continue their discussion on the Public Records Act.

Included on the agenda is a draft bill that is trying to keep secret the names of public servants of local government entities from record requestors. The bill includes changes to Public Notice Statutes as well.

The amendment to the Public Notice

Statute allows local government entities to publish public employee salaries by category instead of name.

Public notice statutes are not under the Public Records Act. Those attending the interim meetings will remember that on several occasions the Judiciary Committee stated they had been tasked by the Management Council to specifically conduct a two-

year study on the Public Records Act.

The draft bill is available on the state of Wyoming legislative website <https://www.wyoleg.gov/Committees/2019/J01>.

Keeping the salaries of public employee's secret will shed decades of law and policy in Wyoming and is promoting more secrecy instead of the commitment to transparency.

CHANGES TO WPA STATEWIDE PROGRAMS EFFECTIVE NOV. 1

On Monday, Oct. 28, all advertising departments should have received updated sales pieces for the WPA WyCAN, 2x2/2x4 and digital ad programs.

Effective Nov. 1, all regional programs for the 2x2/2x4 networks will be the same price. The price to run a 2x2 in the northern, western and eastern region is \$275 and \$600 for a 2x4.

An advertising consultant who sells a

digital program for \$1499, will now hold back \$499 instead of \$300 for their portion of the sale.

The WPA board of directors also voted at their fall meeting to start paying a dividend to all digital network participants. A ten percent dividend on total income will be paid out at the end of the WPA fiscal year starting in 2020. There are currently thirty-four participating newspaper

websites.

On Saturday, Jan. 25, at the 121st WPA Annual Convention in Casper, WPA Executive Director Darcie Hoffland will host a seminar to explain the network program changes and will answer any questions you may have.

If you did not receive the updated program flyers, email the WPA at wyopress@wyopress.org.



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ASSOCIATES CORNER

VIDEOGRAPHY CATEGORY ADDED TO CONTEST

By Milton Ontiveroz, Associates, Chair

Wyoming Press Association Associate members: It is time to be thinking about submitting those contest entries for competition.

Yes, it is that time of year to start digging through your files for the great work produced the past year. In the next couple of weeks you will receive formal notification of the Associates contest. The packets will contain rules/deadlines for the contest and a description of all the categories for submission.

Watch for the new videography category. Thanks to Tom Lacock, from the state's AARP office, and Ali Grossman, from UW Institutional Marketing, for spearheading this category.

WPA member will then judge entries, and all category winners will be announced during the WPA Annual Convention Jan. 23-25 at the Ramkota Hotel and Conference Center in Casper.

Speaking of convention, the Associates will have their own daylong workshops Friday, Jan. 24. All workshops are geared to help the state's public relations professionals with tools needed to best promote respective places of business around Wyoming.

We will begin the workshop session with a hands-on session involving a real-life case scenario: an active shooter on a college campus. Former Wyoming newspaper Publisher/Editor Dave Perry, a past WPA president, will lead the session, taking public relations specialists through the early stages of an active shooter on campus. The session will help PR officials keep up on real-time breaking developments, and how to keep the public informed.

The session will feature individuals breaking into small groups -- working together on a media release -- and how to deal with the crisis. Perry also will provide valuable tips on how best to tackle common issues when writing a media release.

Another workshop will feature working with local media outlets and some of the issues in getting advertising and media releases published.

Gov. Mark Gordon's "Meet the Press" luncheon and the Associates awards announcements are part of the Associates track. The annual meeting with WPA officials and a roundtable discussion with individuals on "what works and what doesn't" in each individual's shop rounds out the daylong events.

Last year, the Associates group sponsored a late Friday afternoon "mixer" for public relations attendees as a way to get to know some of the WPA members better. The first event attracted a large group of folks, and I thought it was quite successful.

We will do another such event in January, and I am looking for sponsors for the event. If you are interested in collaborating, please contact me. Some of the newspaper owners also pitched in last year to make this a worthwhile event.

If you have any questions about the Associates contest and WPA convention, please feel free to contact me at (307) 766-6709 or miltono@uwyo.edu.



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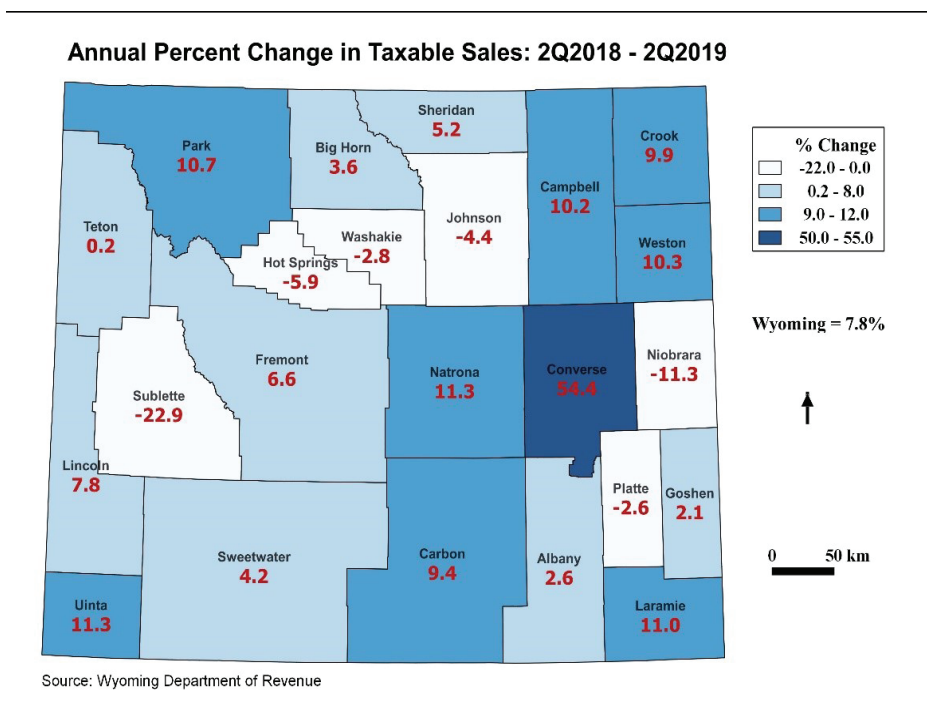
WYOMING ECONOMIC SUMMARY REPORT AVAILABLE

A new edition of the Wyoming Economic Summary Report is now available.

This quarterly publication highlights 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.

The current report highlights data for the second quarter of 2019 (2Q19). Based on sales and use tax collections, total taxable sales in the state grew 7.8 percent to \$4.7 billion in the second quarter of 2019. Increases occurred in most economic industries, with the fastest growth in financial activities sector which mostly reflects sales in automotive, machinery and equipment rental and leasing, experiencing a year-over-year expansion of 25.3%.

For detailed information, go to: http://eativ.state.wy.us/wef/Economic_Summary2Q19.pdf.



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CLASSIFIED

SPORTS WRITER

The Powell Tribune is seeking a dedicated sports writer to join its staff immediately.

The Tribune, a family-owned biweekly newspaper located near Yellowstone National Park, is known for quality journalism. We are looking for an enthusiastic sports reporter who can juggle multiple sports, including high school and the local junior college athletic teams.

Candidates must have strong reporting and writing skills, a knowledge of AP style, a passion for sports and an appreciation for community journalism. Photography skills also a must.

Starting salary \$30,000 with Benefits/Health Insurance package.

Send resume and clippings to General Manager Toby Bonner at toby@powelltribune.com.

REPORTER

If you are passionate about small-town, community journalism and are looking to reside in one of the west's most open and beautiful areas, we have an excellent job opportunity for the right person in Wheatland, Wyoming.

The Platte County Record-Times and Guernsey Gazette, with a combined weekly circulation of 2,200, are looking for a new and enthusiastic reporter to aid the award-winning newspaper's editorial content.

Located in southeastern Wyoming, Platte County is home to premier agricultural lands and is an outdoor enthusiast's dream with plenty of hiking, hunting, fishing, photography and other year-round opportunities. Our growing communities offer the perfect environment with a low cost of living — including no state income tax.

Our reporters are instrumental in writing stories — news, sports and features — taking quality photos and paginating pages utilizing Adobe Creative Suite on occasion. Reporters also play a role with special projects in conjunction with six other sister publications in nearby communities.

Successful candidates must possess strong writing, grammar and spelling skills as well as strong communications skills. We're looking for a team player that has excellent computer and pagination skills, photography skills, strong work ethic and a desire to package and publish a quality product. Advancement and manage-

ment opportunities to larger newspapers within top-flight newspaper company are very realistic. News Media Corporation has community newspapers in Arizona, Illinois, West Virginia, Oregon and Nebraska, with 12 papers in Wyoming and six in Colorado.

Solid benefit package includes: weekly pay, medical insurance plan, discount prescription benefit, life insurance, 401(k) plan, flex-spending account, paid vacations and mileage reimbursements. If you are interested in gaining outstanding work experience as a small-town newspaper reporter, send cover letter, resume and at least three references to Publisher Rob Mortimore at rmort@pccordtimes.com.

REPORTER

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, writing and photography. Position does require some evening and weekend work.

Preferred requirements: Journalism degree or equivalent experience and digital photography experience.

Benefit package offered that 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 at editor@wyodaily.com, or mail to 201 N. 8th St., Worland, WY 82401.

PEOPLE AND OTHER STUFF

The *Kemmerer Gazette* has hired **Nathanael Himes** as its new editor. Himes, "a military kid" who lived in Cheyenne for a while, spent most of his life in Arkansas. He recently moved back to Wyoming and was attending Central Wyoming College, studying media.

OBITUARY

Carole Anne Cloudwalker

Carole Anne Cloudwalker, 74, died Oct. 23 at her home in Wapiti.

She was born Jan. 17, 1945, in Middlebury, Vt., to Robert and Eleanor Bourget.

Carole graduated from Ramapo High School in Franklin Lakes, N.J., and attended Rocky Mountain College in Billings. She earned her bachelor's degree in English from the University of Oregon.

Carole worked for The Fort Worth Star Telegram, Billings Gazette, Casper Star-Tribune and Cody Enterprise. She also did

freelance writing and had her writing featured in Southwest Art magazine. She won numerous journalistic awards for her humor column and feature stories.

Carole is survived by her children Kenneth Loge, (Bethanne) of Eugene, Ore.; Aimee Hope of Cody; Keith Legg (Charlotte) of Springfield Ore.; Bryan Johnson of Bozeman, Mont.; and eight grandchildren.

She was preceded in death by her parents Robert Bourget and Eleanor Billings, as well as her husbands Gerald Loge, Don Legg and Loudsong Cloudwalker.