



SEPTEMBER 2021

WYOMING PRESS ASSOCIATION



WPA Bulletin

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Upcoming Events

Feb. 3-5, 2022

WPA Annual Convention
Casper

Holiday Closures

Thanksgiving:

Nov. 25-26

Christmas:

Dec. 24

New Year's

Dec. 31

WPA CONVENTION 2022

TOGETHER AGAIN

The WPA is gearing up for the 123rd Annual Convention Feb. 3-5 in Casper at the Ramkota Hotel and Conference Center.

Thursday evening will kick off the event with an “early bird” welcome reception.

Friday and Saturday expect workshops, networking opportunities, roundtables, awards and the Hall of Fame induction.

Workshop topics will include open meetings, public records, data journalism, photojournalism, the community forum, public notices, customer service, advertising sales topics, design and much, much more!

Watch for information in the coming months on speakers, registration, schedule of events and all you need to know about the annual convention.

NEW CONTEST PLATFORM

The WPA is excited to announce that this year it will be going to a different 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.

“Everything about it was very intuitive and straightforward. I even went back and edited some of the info in my entries with no problems. Good job!” ~Jill Arnold, The Advocate, Baton Rouge

Jim Angell, the WPA contest administrator, will be hosting two demos of the new entry system the week of October 25th. He will also provide clarification on how to properly submit work for the contest categories, changes to categories, and time for a Q&A. Closer to the two events members will receive information on how to join the live virtual demos via Zoom.

Members can expect to see the WPA 2021 Pacemaker contest packet arrive in their email inboxes around the 15th of October. The WPA will also make the rules available on wyopress.org the middle of next month.

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



Jackson Hole News&Guide Publisher Kevin Olson (second from right, front) and staffers celebrate their wins at a past convention.

We recommend that you start setting aside those potential winners now. The contest year ends Sunday, Oct. 31, 2021.

This year’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, and obituary writing, and brand promotion.

Rules for the “Jim Tieman Legal Writing Award” and the “Wyoming EPSCoR Science Reporting Award” will also be sent out next month. The winner of the Tiemann award receives \$250 and free registration to the Wyoming State Bar Convention. The winner of the science reporting award receives \$500 and free registration to the 2023 WPA Annual Convention.

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

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Darcie Hoffland, Executive Director
Cec Moats, Deputy Director



The 81st Annual National Newspaper Week is a recognition of the service of newspapers and their employees across North America. This year's observance is Oct. 3-9. "Community Forum" is the 2021 theme.

PLAN TO CELEBRATE National Newspaper Week by obtaining materials in the 2021 media content kit at <http://www.nationalnewspaperweek.com/>.

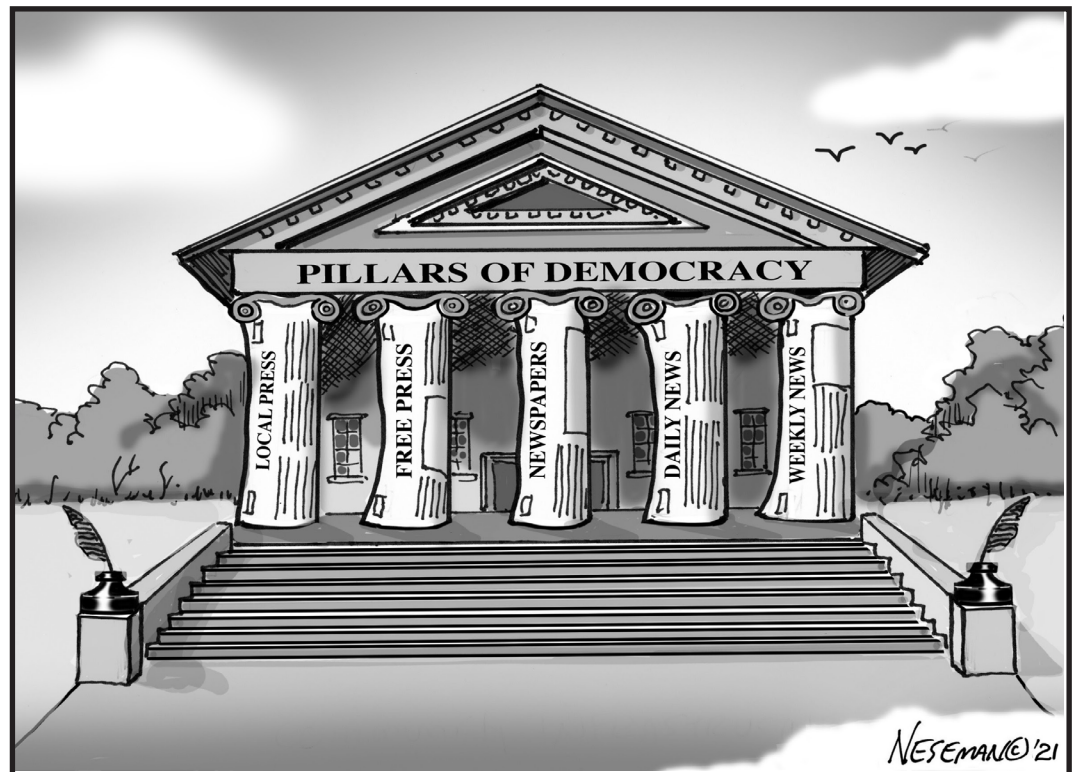
The kit contains editorials, editorial cartoons, promotional ads and more available for download at no charge to all Wyoming Press Association newspaper members.

Additionally, there are resources to help each newspaper become the Community Forum

in their town, and they are available at no cost to all newspapers at www.relevanceproject.net.

As you devote as many column inches as possible to reinforcing the importance of newspapers, PLEASE ALSO MAKE IT LOCAL by editorializing about your newspaper's unique relevance to your community. This can be about your duties as government watchdog, your role as a community forum and coverage of community events, publication of timely public notices, etc.

National Newspaper Week is sponsored by the Newspaper Association Managers (NAM) of North America. A special thank you to the Relevance Project.



SUBMIT STATEMENT OF OWNERSHIP TO WPA

Wyoming Press Association newspapers, please remember to send a copy of your statement of ownership form to the WPA office by Oct. 31.

We kindly request that it be emailed to wyopress@wyopress.org. This is a requirement of the WPA for membership directory publication.

The U.S. Postal Service's annual Statement of Ownership, Management, and Circulation (PS form 3526) must be filed by Friday, October 1, 2021.

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>



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

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Joshua Wood, Kristen Czaban

Budget

Jen Sieve-Hicks, Jeff Moberg,
Kevin Olson

NATIONAL NEWSPAPER WEEK CAN LAUNCH COMMUNITY FORUM



By Tom Silvestri The Relevance Project

It's now or never.

Local newspapers should use National Newspaper Week to start a vital conversation about Relevance.

Theirs, and the communities' role in supporting the trusted news provider.

What's at stake is the opportunity for newspapers to get back Relevance for a sustainable future by becoming THE Community Forum.

Here's the Bigger Idea:

Many local conversations turn into a national dialogue, where forums are being held throughout the country -- Canada, too. One conversation leads to another. And another.

Newspapers, working with their trade associations, report on their discussions and the resulting findings are then woven into a dynamic narrative about the state and value of local news.

The insights spark positive change and momentum.

After nearly two years of dealing with a stubborn pandemic and continued political division, all of us who love newspapers would benefit from learning about ground-level trends, new opportunities. and audience advice that combine to better power a transformation of local news media.

The Relevance Project, an initiative of Newspaper Managers Association, stands ready to help advance community newspapers.

In its second year of operation, The Relevance Project is working with associations across North America to help their member newspapers become THE Community Forum.

The Forum represents an umbrella strategy to improve connections with a newspaper's overall audience. Its chief catalyst is

the use of town halls to foster civil, civil discourse.

Live exchanges.

Intense listening.

With respect.

The overall strategy has three goal for newspapers:

Reassert Relevance: Use every opportunity to remind people about the value local journalism brings to our society and democracy. Don't assume it's known.

Broaden Connections: Think intensely about ways to reach the entire community. Not just traditional newspaper readers.

Refresh Credibility: Use newspapers' trusted reputation, its expertise in reporting on a community and its established information-gathering framework to expand Relevance to new audiences and reassure longtime loyal supporters.

The conversation sparked by National Newspaper Week should be about newspapers.

If the Community Forum is a new strategy for a newspaper, consider framing the dialogue along with one of these questions:

*How can we improve our mission?

*What is the future of local newspapers?

*How can we better serve you, our readers?

*How do we build greater trust with our news coverage? (Or: Why should you trust us?)

*Here's how we cover the news -- How can we strengthen our report?

*And my favorite: How can we be more Relevant to you?

If a newspaper and its community want to build on an ongoing conversation about local journalism, then here's an additional batch of topics to consider:

*How can we improve our community's news literacy? (It is important to a vibrant democracy.)

*You say "The Media." We say, no, we're Local News. Who is right?

*The Disinformation Era: The myths and facts about local news coverage. Are you concerned?

*How do we stand up for the truth? (Is there more we can do?)

And this:

*Open Mic: We want to hear what you think about us. Better yet, tell us YOUR story.

The newspaper as THE Community Forum is the definition of Relevance.

The newspaper as moderator of purposeful civil, civic discourse is the caretaker of an enlightened democracy.

This National Newspaper Week, dig in with conversations about newspapers.

Then, with experience using the Community Forum strategy, orchestrate and moderate dialogue that nurtures improving communities.

That's Relevance at its best.

Start the conversation.

Be THE Community Forum.

Take action.

And, remember this brutal fact:

Silence is deadly.

CONGRATULATIONS!

- Buffalo Bulletin
- Cody Enterprise
- Douglas Budget
- Uinta County Herald
- Glenrock Independent
- Jackson Hole
News&Guide
- Newcastle News
Letter Journal
- Wyoming Tribune Eagle

Winners in the 2021
NNA Better Newspaper
and Advertising Contest





We have the power to
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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.

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From left: Tiffany Erickson and Dave Eskelsen



INTERNATIONAL NEWSPAPER CARRIER DAY IS OCT. 9 ADS SHOWING SUPPORT AVAILABLE FROM NEWS MEDIA ALLIANCE

International Newspaper Carrier Day is held each year in conjunction with National Newspaper Week (NNW), an annual week dedicated to celebrating the impact of newspapers to communities large and small.

In recognition of the accomplishments of newspaper carriers who are working hard to get the newspaper into the hands of our readers, the newspaper

industry has designated Saturday, Oct. 9, 2021 as International Newspaper Carrier Day. This day is a salute to the hundreds of thousands of newspaper carriers who deliver the news to Americans every week.

The News Media Alliance has produced the 2021 International Newspaper Carrier Day ads for use during National Newspaper Week and on International

Newspaper Carrier Day. We encourage members to run the ads in your publications to show support, and you can download creative by going to <https://www.newsmediaalliance.org/international-newspaper-carrier-day-ad/>.

Thank you to the hardworking newspaper carriers and postal workers, without whom many people would not receive the news.



Thanks to our hardworking newspaper carriers!

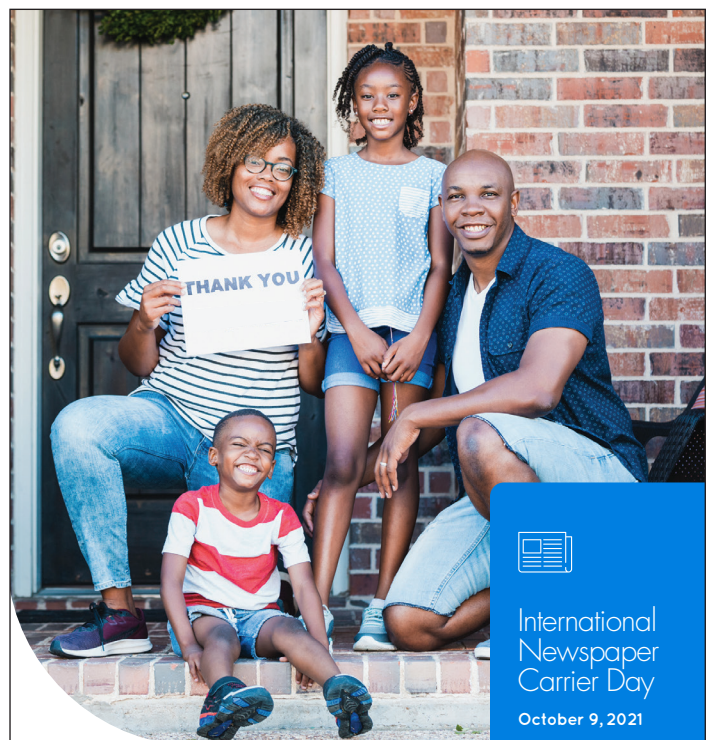


International Newspaper Carrier Day
October 9, 2021

NEWSPAPER CARRIERS

Continuing to play a critical role in providing Americans with a trusted source of reliable news coverage of the issues impacting our community and nation.

www.newsmediaalliance.org



International Newspaper Carrier Day
October 9, 2021

NEWSPAPER CARRIERS

Continuing to play a critical role in providing Americans with a trusted source of reliable news coverage of the issues impacting our community and nation.

Thanks to our hardworking newspaper carriers!

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.

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PEOPLE AND OTHER STUFF

The **Wyoming Tribune Eagle** recently hired several new staffers in its news department.

Rhianna Gelhart is the WTE's new photographer and videographer. Born and raised in Las Vegas, Nev., and a graduate from University of Oregon in Eugene, Ore., her photo career began as a student contributor to the local news station in Eugene while attending UO. She then became the Charles Snowden Intern for the 2016 year, earning the photo intern position for the Register-Guard newspaper through the Snowden program, which is open to all Oregon college students. During her time there, she also placed in the Sports Action category for the College Photographer of the Year competition, a worldwide competition open to all eligible college students. Gelhart freelanced for the Register-Guard after finishing the Snowden internship and then moved to Gillette to work as a staff photographer for two years. She moved to Cheyenne in February 2020 and began freelancing for the WTE while also working as the assistant volleyball coach at Laramie County Community College.

Hannah Black is the newspaper's criminal justice reporter. She grew up in Independence, Mo. She studied print and digital news at the Missouri School of Journalism, and minored in French. She served in several roles at the Columbia Missourian as a public safety and health reporter, a features reporter, an assistant city editor and a copy editor. She also worked as a summer intern at the Grand Forks Herald in North Dakota, and spent a semester in Brussels, Belgium, working for a policy news website in the capitol of the European Union. After graduating from college in 2018, Hannah was hired as a reporter for the Woodbury Bulletin, a weekly newspaper in the suburbs of St. Paul, Minn. Throughout the summer of 2020, she freelanced for the Minnesota Reformer, a nonprofit, online-only news site based in St. Paul.

Jasmine Hall is the new education reporter at the paper. She graduated from the School of Journalism at Michigan State University in May, with a minor in media photography. Throughout college, she worked for local outlets in Michigan like Spartan Newsroom, Capital News Service and The State News – focusing on data-driven, local government and

community stories. She interned abroad in Berlin, providing public relations support for artists, musicians and local companies in the city.

The **Kemmerer Gazette** has hired **William Billingsley** as its new editor. Born in Salisbury, N.C., Billingsley has lived in many places, including Virginia and Maine. After a stint in the U.S. Army, he attended Wilkes University in Wilkes-Barre, Penn., and recently graduated with a bachelor's degree in history and political science. During his senior year he worked on the student newspaper, learning layout and design and "really enjoyed the writing and editing."

Adams Publishing Group (APG) has hired new staffers at the Rocket Miner, including **Tyler Johnson** as managing editor and **Lloyd White** as general sales manager.

Johnson previously worked as a sports writer for the paper and most recently for a digital media outlet. Before moving to Wyoming he was a reporter in his home state of Texas, covering sports, government and education. He graduated with a journalism degree from Stephen F. Austin State University in Nacogdoches, Texas.

White has worked in sales in the auto and construction industries, as well as multi-media sales. He received his undergraduate degree from Wofford College in Spartanburg, S.C., and his graduate degree from Duke University in Durham, N.C.

Hired in the newsroom are government and education reporter **Carolyn Phillips**, community and features reporter **Trina Brittain**, and sports writer **Shaquille Davis**.

Phillips recently graduated with a communications degree from Louisiana Tech University in Ruston, La.

Brittain has been working with the Downtown Rock Springs Urban Renewal Agency. She has lived in Sweetwater County for almost 40 years.

Davis recently graduated with a communications degree from South Dakota State University in Brookings, S.D.

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

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