



NOVEMBER 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

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Member-relevant posts!



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Lots of good information!



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Public notices printed in all
of Wyoming's newspapers



WPA SWITCHES TO NEW PLATFORM FOR BETTER ACCESS TO PUBLIC NOTICES

The Wyoming Press Association (WPA) is excited to announce that its next step to ensuring Wyoming newspapers are the leaders in modernizing digital access to public notices in the state, is partnering with Column, a company that offers a comprehensive and innovative set of digital features for searching and receiving public notices.

The new and improved wyopublicnotices.com is scheduled to launch Monday, Dec. 6. Over the next few weeks Column will meet with each WPA member newspaper to implement the process for uploading notices to the new site and will provide continued individual outreach ensuring the statewide website is accurate and up-to-date.

The new platform will have the most complete set of features currently available for searching public notices online and the ability for the public to receive free email and text message alert sign-ups. Furthermore, the site is designed to read notices from mobile devices in the most convenient way and is ADA compliant.

Public notices are an essential element of democracy, transparency, and open government. It is crucial the citizens of Wyoming have a window into government activity and how their public servants are wielding public power. Public notice provides an accessible means for citizens to exercise their constitutional right to know how their business is being conducted by their government and to take action.

For that reason, Wyoming newspapers have maintained the statewide website for the repository of all printed public notices across the state so that citizens could search in one place for free online. The press association website is updated every few years to ensure it continues to be a user intuitive interface that is mobile-first responsive, and database driven to be the most powerful tool for public accountability.

The WPA sought partnership with Column because it demonstrated a dedication to ensuring that the future of public notices rests in the hands of newspapers whose mission it is to serve their communities. In addition to offering a free partnership program with state press associations to develop statewide public notice websites, it provides publishers with a software platform to streamline operations to deliver a modern customer service experience to local governments, legal services, and businesses required to place public notices. The public-benefit software company was founded by Jake Seaton, a fifth generation, local media family based out of Manhattan, Kansas.

"Having an innovative partner in the public notice space who has remained steadfast in supporting this crucial part of our industry will prove invaluable," said Darcie Hoffland, WPA executive director. "We're looking forward to utilizing Column's technology to prove once again that public notice remains irreplaceable for members of our communities."

The WPA, which is made up of all 41 newspapers of general circulation in the state, is devoted to its job as steward of public notices and its role as the fourth estate. Newspapers are an independent, third-party way of verifying that the public's information is provided according to the law. And, as experts of disseminating information to the communities of Wyoming, newspapers are constantly improving access and discoverability of public notices through print and digital means.

For more information on the WPA's new partnership with Column, you can reach out to the WPA staff at wyopress@wyopress.org. For questions regarding the transition, please email Column's Alex Lutz at alex@column.us.

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Cec Moats, Deputy Director



SPEAKER SPOTLIGHT



SANDRA FISH is a Colorado data journalist specializing in politics, writing primarily for The Colorado Sun. She reports extensively on campaign finance, lobbying and elections. She reported for newspapers in Iowa and Florida before working as an editor and reporter at the Boulder Daily Camera for 11 years. She taught journalism full-time at the University of Colorado Boulder for eight years. Her work has appeared in The Washington Post, PoliticsDaily.com, ESPN, Al Jazeera America, Roll Call, CPR and KUNC. She's a past president of Journalism and Women Symposium.



THAD SWIDERSKI is President and Founder of eType Services. He is a career newspaper professional with 35 years in the newspaper industry. First at a metro daily and later at a start-up chain of daily papers, he helped innovate the consolidated production environment that papers are using today. Thad founded eType Services in 2010 to bring digital services to community newspapers. eType Services is a leading provider of e-edition/Web/Mobile and digital products for the community newspaper industry. eType Services has over 500 clients in 42 states and is a member of NNA and many state and regional press associations including WPA.



AARON ONTIVEROZ is a staff photographer at the Denver Post where he has worked for ten years. His work has been recognized by the Edward R. Murrow Awards, Best of Photojournalism, the Emmy Awards, Editor and Publisher, Colorado Photographer of the Year, and the NPPA among others. He was a member of the 2013 Pulitzer Prize winning team at the Denver Post for Breaking News Reporting. He was also a member of the team that was a finalist for the 2013 Breaking News Photography Pulitzer Prize.

COMING SOON - A tentative schedule of events along with reservation and registration information will be emailed to the WPA membership. You can count on seeing our great social events like the welcome and newsroom receptions, cocktail hours, awards banquets, Meet the Press luncheon, entertainment (musical?), and roundtables.

All made possible by great partners like Rocky Mountain Power with their elite sponsorship of the 123rd Annual Convention!



Let's turn the answers on.

WYOMING PRESS ASSOCIATION'S ANNUAL CONVENTION SHAPING UP FOR ASSOCIATES



Milton Ontiveroz
Associates Chair

Friday, Dec. 10, is the date to remember.

That is when Associates members need to have their entries submitted for judging in the annual membership contest. Winners will be announced during the Wyoming Press Association (WPA) Winter Convention in Casper. And

remember these dates: Feb. 3-5 for the convention. This is a good reminder, because the winter convention is traditionally held around the third week of January, either in Casper or Cheyenne.

The winter convention will be held in Casper at the Ramkota Inn. This is a great opportunity for Associate members to attend day-long workshops tailored just for public relations/marketing professionals from around the state; view the works of this past year by Associates members; and mingle with WPA staff members.

By now, Associate members should have a listing of all the categories and rules on how to enter the contest. The contest runs the gamut of eligible entries, such as media releases; design of publications; magazine writing; and photography and videography. Any work produced in the past year has some category where Associates can enter their work to be judged by WPA members. This is an opportunity to stack up work that is being produced by other Associates members.

Workshops are designed with Associate members in mind -- an effective way to get your product to the media and the public. Workshops offered at the convention will be Friday, Feb. 4, beginning at 9 a.m. and will run until approxi-

mately 4 p.m.

And remember this: Workshops are free to Associates members (in good standing with annual paid fees). The only costs are hotel accommodations and meals.

Some of the workshops planned are going back to the basics in producing an effective media release. Another workshop focuses on photos/videos for internal and external use. Some Associate members have staffs, and this workshop will provide tips on how this digital medium can be of use to promote original works.

Associates will piggy-back on some WPA workshops. Members have the chance to hear updates on open meetings and public records from Cheyenne attorney Bruce Moats, the WPA's longtime attorney who is the state's leading expert on these media issues. Members also will hear updates on Wyoming from Gov. Mark Gordon during the annual Friday luncheon, followed by the announcement of the Associates contest place winners.

The Associates group also will hold its annual meeting, and a roundtable discussion with newspaper publishers and editors closes out the day's workshops.

The annual Associates track also is an opportunity to be in Casper at the same time as WPA members. It's important to develop contacts with the media, which in turn helps Associate members get their work/announcements placed through proper media channels.

Finally, the annual WPA Winter Convention is a great opportunity for Associate members to learn from one another, while fostering working relationship with the state's newspaper representatives.

THREE BOARD OF DIRECTORS POSITIONS OPEN

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 Buffalo 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.

2021 WPA COMMITTEES

Hall of Fame

Ken Smith (Chair)
UW Liaison Emeritus

Pat Schmidt
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JT Malmberg
Cody Enterprise

Kevin Olson
Jackson Hole News&Guide

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Robb Hicks (Chair)
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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

BEST PRACTICES FOR PUBLISHING LEGAL NOTICES ACCORDING TO THE PUBLIC NOTICE RESOURCE CENTER

Publishers in both their print and digital formats should be making the best efforts to direct public attention to public notices with quick access to website links, informing the public through journalistic enterprise, providing efficient indexing for ease of reader, and providing the best customer experience during the process of placing notices.

1. Don't take public notice for granted. Continue to provide public notice clients with the best customer service.
2. Remember notices must be readable.
 - The type size should be the same as main news.
 - Each notice should be distinguishable from surrounding text.
 - They should appear in the paper like we care if people read them. Public Notices are news.
3. Double check that your notices are easy to find on your newspaper website and that it's easy for entities to place notices in the paper.
 - Contact information for the person who handles placement of legal notices should be easy to find!!
 - Place the contact information on your public notice pages online and in print
4. Re-think your Notice section.
 - Visual Section Headers
 - Contact info of public notice personnel.
 - Headlines to break up groups of notices, and subheads.
 - Index of notices.
 - Web address for the notices published in the papers.
 - Web address of the press association statewide online repository for notices
 - Glossary of public notice terms
5. Opponents want to argue newspapers v. internet
 - YOU MUST RUN LOCAL NOTICES PRINTED IN YOUR PAPER FREE ON YOUR WEBSITE.
 - Make easy to find!!! Home Page link, not "classifieds"
 - Also have a link to the press association statewide online repository for notices.
 - Notices should never be behind a paywall on your websites.
 - Direct social media posts to important notices readable on your website
6. Continue to report on notices in your newspaper.
 - Be sure to cite notices in your stories – taking the opportunity to draw attention to the importance of notice publication and location in your products.
 - To make sure this is happening, designate someone to read notices in each publication.
7. Promote effectiveness of public notices in your paper.
 - Example: "Delinquent Taxes Roll In – After Debtor's Names are Published"
\$1.3 million outstanding, collected \$800,000 in two weeks.
8. Continue to help public notice CUSTOMERS meet statutory requirements.
 - Not easy, but you need to be an expert to truly serve your client. You will provide value to clients and set you apart from potential competitors. Especially important for private-party clients, but local governments need help too.
9. Remember Accuracy is Paramount.
10. Promote Public Notices in your paper.
 - With house ads in print and online - social media, rack cards, etc.
 - Editorials and Columns throughout the year.
 - Maintain relationships not only with notice clients, but also legislative representatives.

Newspapers know that public notices should be distributed by publications with expertise in providing information and must be independent of the trustees charged by law with informing the public. Because the purpose of public notices is to prevent official actions from occurring in secret.

ACCURATELY PUBLISHING NOTICES CRUCIAL TO FIGHT



Bruce T. Moats
WPA Attorney

The Towns of Bar Nunn and Mills have opened a new front on the war against public notices. This new front brings into sharp focus the need to take the utmost care in ensuring public notices are published on the dates and with the information required by state statute.

I use the term “public notice” instead of “legal notice” because the late, great Milton Chilcott - former Sheridan Press publisher - insisted the former was the proper term, as the notice is meant to inform the public and the emphasis ought to be there.

A judge dismissed the declaratory judgment action by the Casper Star-Tribune and the Wyoming Press Association that asked the court to throw out ordinances adopted by the towns exempting themselves from public notice statutes. Our position was that the town lacked authority to exempt themselves from public notice requirements in state statutes. The judge did not rule on that issue.

In granting the dismissal, the judge said I did not explicitly cite the financial

interest of the Star-Tribune in the petition for the declaratory judgment. He would not let me amend the petition, but dismissed without prejudice, meaning we can refile. The result is to delay the matter a little, but I will endeavor to refile quickly once the dismissal order is signed.

The town argued that the ordinances made it voluntary as to whether they publish notices in a legal newspaper, and told the Court that they have been publishing all required notices in the Star-Tribune. We believe that may not be the case, and the Star-Tribune is researching the matter. It can be difficult to determine what public notices the towns were required to publish, but may have not done so.

The towns have made a big deal about newspapers no longer being the best way to provide notice. We have strong arguments to say otherwise, including among others: 1) independence of newspapers from government; 2) the permanency of print; 3) the cost of maintaining a plethora of government websites where the notices would be placed; 4) replacing private jobs with government jobs; 5) providing an established place where the public expects to find public notices, and 6) offering the best of both worlds – public access to the notices both in print and on the web. Newspapers are still the best method for

bringing this information about government “home to the public,” the purpose the Wyoming Supreme Court identified as the foundation for requiring publication of notices in newspapers.

All our efforts to fight this war are dependent upon accurately printing the notices and making sure to download them onto wyopublicnotices.com. Anecdotes where a newspaper fails to publish a notice or makes a material mistake in the content undercut our position in a way that is subtle and hard to rebut.

The arguments of Bar Nunn and Mills that newspapers are not the best place for the notices gain traction if the notices are missed or not published accurately. In addition to the WPA’s new public notice website platform, Column offers a system that delivers an efficient method for placing public notices in newspapers that would be a step in the right direction for publishers.

That the judge here granted dismissal, despite what was clearly a controversy affecting the relationship between municipalities and newspapers in the publication of public notices, should serve as a warning that we are under a bright spotlight. We are all warriors in the battle to keep public notices from falling into obscurity on government websites.



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From left: Tiffany Erickson and Dave Eskelsen

NEWSPAPER DIRECTORY UPDATES REQUESTED FROM MEMBERS

WPA members keep your eyes peeled for an upcoming email requesting updated contact information and rates for the 2022 Wyoming Newspaper Directory.

The WPA Directory is a biannual publication that releases in January and July. It includes contact information for all newspaper and associate members. It is distributed to the membership electronically and upon request from the public in addition to publication on the WPA website, wyopress.org.

Newspaper members will also have circulation information updated based on their 2021 statement of ownership published in

October along with publication days and print display column inch advertising rates for 2022.

If Associate members did not pay their 2021 WPA membership dues, they will not be listed in the upcoming directory. If you are unsure of your membership status, please email Cec Moats, deputy director, at wyopress@wyopress.org.

The WPA expects to reach out to the full membership for their directory updates shortly after the Thanksgiving holiday and request a prompt response so they can move to fully immersing in convention work.

PBS FILM SHOWS STRUGGLES OF A SMALL-TOWN IOWA PAPER

The new documentary "Storm Lake" premiered Nov. 15 on PBS's Independent Lens. The film profiles local newspaper Storm Lake Times as it struggles to stay alive and serve the rural town of Storm Lake, Iowa.

The paper is run by Art Cullen, along with his brother John, the publisher, and his wife, Delores, a photographer and feature writer, Art's sister-in-law, Mary, who writes a food column, and his son Tom, the paper's lead reporter.

Art Cullen won the 2017 Pulitzer Prize for Editorial Writing for what the Pulitzer committee described as tenacious

reporting, impressive expertise and engaging writing that successfully challenged powerful corporate agricultural interests in Iowa.

Art Cullen has also written op-ed pieces for The Washington Post and The Guardian and is the author of the 2018 book "Storm Lake: A Chronicle Of Change, Resilience, And Hope From A Small-Town Newspaper" The documentary film is directed by Jerry Risius and Beth Levison.

To watch the documentary, go to: <https://www.pbs.org/independentlens/documentaries/storm-lake/>



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.

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Black Hills Energy
Ready

The University of Wyoming
Department of Journalism & Communication presents

The Wyoming EPSCoR Science Reporting Award

$$W = \Delta T = \int (\mathbf{F} \cdot d\mathbf{r} + \tau \cdot \mathbf{n} d\theta)$$

$$\sum \mathbf{F} = 0 \Leftrightarrow \frac{d\mathbf{v}}{dt} = 0$$



WIN \$500

**and free registration and lodging to the 2023
Wyoming Press Association Annual Convention.**

The Wyoming EPSCoR Science Reporting Award will honor a writer for consistent excellence in a body of work on scientific issues that include, but are not limited to, environment, energy, wildlife and technology. Stories should include scientific information that communicates and relays data, research, and/or evidence in ways that are engaging to the reader. Stories should describe the scientific process behind issue.

Judging criteria will include four categories: (1) Writing quality, which includes clarity, grammar, style, organization and engagement of lead; (2) Command of content knowledge; (3) Consistent quality among all submitted stories; (4) Relevance and "so what" factor, which includes information about why this scientific issue is important.

Entries must have been published between Nov. 1, 2020 and Oct. 31, 2021. Entries will be judged as a body of work. Each entry can consist of up to three individual stories or series. Series must be limited to no more than three pieces.

The winner will be selected by a panel of judges, including a member of Wyoming EPSCoR and a faculty member from the University of Wyoming's Department of Communication & Journalism.

The winner will be awarded \$500, as well as free registration and lodging to the 2023 Wyoming Press Association Annual Convention. Competition is open to reporters at all WPA member newspapers and entries will cross all circulation lines.

Email entries by December 6 to the WPA at wyopress@wyopress.org. The winner will be announced during the WPA Annual Convention Feb. 3-5, 2022.

MORE COMPUTERS, BETTER OUTPUT, WORTH THE INVESTMENT



Kevin Slimp
kevin@kevinslimp.com

Today, I'm going to invite you into my office to see how I work and some of the tools I use.

Many folks reading this column have been to my webinars and seen the printers, lights, and wall decorations behind me. Today, we will reverse the lens and see what I see when I'm sitting in front of the camera.

We live in a deadline-driven world, and time is crucial. A few minutes saved while working on a project might mean the

difference between profit and loss.

Whether I'm redesigning a newspaper, creating a book cover, or editing a manuscript, you can bet I'm going to find the fastest way to get the job done without any loss in quality.

If you were sitting in my chair, you'd see three very large monitors. Two are directly in front of me. The other is on my left. Until three or four years ago, I was a "one monitor guy." That was before I met four young men who started a company just down the hallway from my office.



In two years, their little business had grown into one of the largest businesses in the self-storage industry, with offices all over the world. The first time I walked into their office – yes, they still shared one large office – I saw each of them, standing in front of three large monitors. They were writing software code, overseeing sales, and doing all the other tasks involved in owning a business like theirs.

I asked them about their monitors, and they explained they didn't have time to switch between applications. Everything they needed on their computers was always in front of them.

I went right back to my desk and ordered two 34-inch, hi-def monitors. My output increased so much, I added a third monitor, 32-inches. The 32-inch monitor had an aspect ratio of 16:9, versus the 21:9 aspect ratio on the 34-inch monitors. What does this mean? It means the 32-inch monitor is much better and even seems bigger, than the 34-inch monitors. Lesson learned. I bought a fourth monitor, a second 32-inch version, and settled on two 32-inch monitors and one 34-inch monitor.

When the pandemic began, I moved everything home. I soon learned I could get more done at home than at the office. So, while there is usually someone at our company office, I rarely

stop by there. I purchased hydraulic monitor arms for my desk, allowing me to move the monitors higher, lower, or side-to-side with the touch of a finger. I bought a much wider desk, allowing me plenty of room to work and space for the computers, monitors, drives, etc.

On my desk are two computers. One is a new Mac Mini, upgraded with the maximum amount of memory and hard drive. The other is a Macbook Pro, which I use when I go out to speak. I like to keep everything on both computers, so there aren't any surprises when I'm in front of an audience. The Macbook is connected to the 32-inch monitor on my left. I often have a movie, tv-show or ballgame running on that monitor while I work. The necessity for background noise results from working a lot of hours, often until 2 or 3 a.m.

On top of the Mac Mini, you will find five backup drives. Yes, you read that correctly. I have five backup drives connected to my main computer. Having multiple backups has saved me more times than I can remember. At the cost of \$80-\$150 each, I'd be foolish not to have them.

In addition, my computers are connected to Backblaze, which creates a continuous backup of all my files "in the cloud."

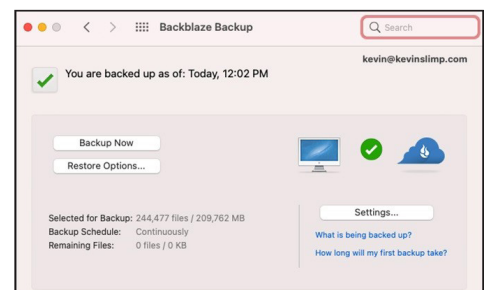
Besides backup drives and cloud backups, we use an

online service called box.com, which holds essential files on a server. It allows everyone to work together from home as if we're in the same building. It's not cheap, but it's well worth it for the type of work we do. We also have several dropbox accounts. We've learned there are times when box.com works better (when we want to allow outsiders to gain access to our workflow) and times when dropbox works better (keeping huge files available online).

You will also find a Nexigo webcam on my desk. It has much higher video and audio quality than cameras built into computers. That's what you're seeing and hearing when you attend one of my webinars. I created a camera stand out of three round peanut containers glued together, which I keep on the floor and use when leading a session online.

All my keyboards (there are three of them) are Apple keyboards. Even if I were working on a PC, I'd use an Apple keyboard. They are much more responsive than other keyboards, which leads to fewer errors. Yes, they're more expensive. There you have it. That's pretty much everything on my desk. Throw in a few coasters, a couple of pairs of glasses (yes, I learned I work better with special computer glasses), and a light, and you know what's on the other side of my camera.

How much has my output increased since getting a bigger desk, larger monitors, and newer computers? I'd guess I'm getting more than twice the work done than I was a couple of years ago, definitely worth the investment.



DON'T LET SHORTCUTS THWART QUALITY CONTENT



By Jim Pumarlo

Many newsrooms, already strained by lean staffs, have seen resources exacerbated by the economic toll of the coronavirus.

Circumstances have prompted editors and reporters to take shortcuts in gathering and publishing the everyday churn of news.

Some of the practices have merit and can make for an easier read.

Question-and answer profiles: A few paragraphs introduce the significance of an individual, followed by a Q&A. The reporter poses the questions, the newsmaker

provides written responses, and the story often is ready to go with minimal editing.

Top things to know: A variety of statistics routinely crosses editors' desks – for example, monthly employment reports or the latest COVID-19 tally of positive cases, vaccinations, hospitalizations and deaths. The crux of the report often can be summarized in relatively brief verbiage followed by bullet points identifying the highlights. This format might also be used to report the “top five things” to know from a local government meeting.

Guest columns: Many issues beg for further analysis after an initial story, but reporters simply have less time to pursue follow-up stories. As an alternative, invite experts to weigh in. Provide directive for

a guest column. Point/counterpoints on the editorial page are an excellent tool to educate on an issue and generate community conversation.

As useful and worthwhile as some of these practices may be, editors and reporters still must ensure the reports – whether generated by staff or submitted by individuals – are substantive. In short, don't just “cut and paste.”

Diminished resources unfortunately have led to a disturbing trend of publishing press releases and other submissions largely verbatim with little or no attempt to edit. The reports often fall short of the journalistic mark.

A few tips to keep in mind:

See **SHORTCUTS** next page

The Wyoming State Bar Foundation
and Wyoming Press Association
are proud to announce

THE JIM TIEMANN MEMORIAL LEGAL REPORTING AWARD

This award was created in memory of Jim Tiemann, a longtime reporter for the Rawlins Daily Times who went on to head the Wyoming State Bar Foundation before his death in 2000.

The Jim Tiemann Memorial Legal Reporting Award honors a writer for consistent excellence in a body of work on legal issues. Judging criteria includes clarity, writing quality, accuracy and knowledge of subject matter in stories dealing with legal issues.

Entries are also judged on how well they educate the public on the legal process. The winner is selected by a panel of judges, including a member of the Wyoming State Bar, a faculty member from the University of Wyoming's Department of Communications/Journalism, and Jeannie Tiemann.

The winner receives a \$250 cash award and a free registration to the Wyoming State Bar Convention, which will be held Sept. 14-16, 2022, at the Best Western Platte River in Casper.

Competition is open to reporters at all WPA member newspapers and entries cross all circulation lines. Entries must have been published between Nov. 1, 2020 and Oct. 31, 2021.

Entries are judged as a body of work. Each entry can consist of up to five individual stories or series. Series must be limited to no more than five pieces and are accepted in PDF or text files or as links to the online story.

Email entries by Dec. 6 to the WPA at wyopress@wyopress.org. The winner will be announced at the WPA Annual Convention Feb. 3-5, 2022.

PEOPLE AND OTHER STUFF

Former summer intern **Carl Cote** has returned to Fremont County to work for the **Lander Journal** as its photo editor. He grew up in Indiana and attended Indiana University and holds a Bachelor of Arts in Journalism. After he ended his internship

with the paper after Labor Day weekend, he returned to Indiana to "tie up some loose ends in school, work some other photo assignments out of state, and to reconnect with family." With his return to the Journal Cote will also write feature stories.

OBITUARY

Betty G. Kennedy

Long-time publisher Betty Kennedy died Oct. 26. She was 92.

She was born Oct. 14, 1929, in Niobrara, Nebraska, to Dr. Carl Raymond and Lula (Hart) Green. She grew up in Niobrara, then moved with her mother and sister while in grade school to Lincoln, Nebraska. She graduated from Northeast High School in 1947 and then studied at the University of Nebraska, graduating in 1951 with a bachelor's degree in journalism.

While at the university, she met Bruce M. Kennedy of Basin, Wyo. They were married March, 18, 1951. During the time he served during the Korean War, she worked at the Ogalala, Neb., newspaper. After he returned from his service, they worked together at newspapers in Neligh, Nebraska, and then Lander, Wyo. They moved to Greybull, Wyo., in 1955 to begin work at the Greybull Standard, a newspaper they bought in 1959 and ran together for several decades.

In the 1970s and 1980s, they bought a dozen other newspapers in Wyoming and Montana, and created Sage Publishing, which continues to operate newspapers in Cody, Douglas, Gil-

lette and Glenrock.

Bruce died in 1992, and for the next 29 years, Betty continued to publish their newspapers. At the time of her death, only one person had been involved in Wyoming newspapers longer than her.

They had three children, Brian, Ann and Bob — all of whom followed them into careers in newspapering.

Betty lived in Greybull until 2019, when she moved to Gillette to live with her daughter Ann and son-in-law Bill. She moved to the Legacy Living and Rehabilitation Center in April.

She is survived by her children, Brian Kennedy of Columbia Falls, Montana, Ann (Bill) Turner of Gillette, Wyoming, and Bob (Jeanna) Kennedy of Cody, Wyo.; grandchildren Jim, Justin, Tia, Ashley, Matt and Kevin; step-grandchildren, Michael, Bailey and Alaina; six great-grandchildren; her sister-in-law, Elizabeth Stickley of Malta, Mont.; and four nieces and nephews.

She was preceded in death by her husband and her sister, Helen Baird.

SHORTCUTS CONTINUED FROM PREVIOUS PAGE

Scrutinize Q&A responses: Lead with the news, which may mean shifting the order of the questions. If there is indeed "news" in a response, alert readers in the lead. Be aware that some answers may require a follow-up query just as you would seek in a live interview.

Don't write for those at the front of the room: Remember the folks at the back of the room. Reporting highlights of a city council meeting — for example, "the five things you should know" — can result in simply recording a body's actions with no interpretation of what it means for local citizens. In addition, pay attention to those items that warrant follow-up.

Edit everything. All submissions should be subject to careful proofing and revising or redrafting. If a phrase or sentence causes you to pause or scratch your head, readers will similarly stumble.

Electronic delivery of information is

an obvious boon to newsmakers. "Cut and paste" allows any number of news sources to distribute releases with ease, the messages reaching mass audiences within minutes.

Some organizations take the time to localize releases. Most disappointing however, is when a local group forwards a release from a parent organization, and newsrooms make no attempt to state the pertinence to their community.

The pandemic certainly has strained the ability to gather news. Many meetings still are virtual. Interviews often are left to an exchange of emails.

It's time for editors and reporters to get back to the basics of connecting with news sources. Use Zoom and other videoconferencing tools. Apple's newest software updates make FaceTime a quick, easy connect for even casual users. Conduct face-to-face interviews when possi-

ble. Pick up the telephone.

Be persistent in connecting live with your sources. Establishing personal relationships is at the heart of news gathering — whether it's a one-time contact for a story or with individuals you interact with on a regular basis. Your stories will be stronger and more relevant to your readers.

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.

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 cover-

age. 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

Help Wanted:

Assistant Managing Editor, State Government Reporter, Local Government/Business Reporter

The (Cheyenne) Wyoming Tribune Eagle

Benefits: Cheyenne boasts a fantastic 45-mile concrete Greenway bike path, as well as beautiful parks, concert venues and local breweries. Residents also enjoy easy access to Denver and the entire Colorado Front Range area. We are located 90 minutes from both Denver and Rocky Mountain National Park, as well as skiing, hiking, mountain biking, fishing and other opportunities within a 30-minute drive here in Wyoming.

The fringe benefits include medical (split between employer and employee), dental and vision options (employee paid). There are three company-sponsored benefits, including short-term disability, long-term disability and a term life insurance policy. The company pays for these six major holidays (Thanksgiving, Christmas, New Year's, Memorial Day, Independence Day and Labor Day). In addition, employees accrue 3.33 hours of paid leave per pay period in the first year of employment (80 hours) and increasing to 5.0 hours per pay period (120 hours) after their one-year anniversary of employment. The company has the option of making a discretionary match to the 401K retirement plan after year end.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status.

Assistant Managing Editor: The Wyoming Tribune Eagle, Cheyenne's five-day-a-week newspaper, is looking for a detail-oriented journalist with a passion for local news to serve as our assistant managing editor and editor of our monthly business magazine, the Wyoming Business Report.

Are you a detail-oriented, well-organized person who takes pride in catching mistakes before they get into print, as well as helping designers produce visually interesting news packages?

Do you love helping reporters tell impactful stories? Do you enjoy working with photographers and other editors to provide readers with the best news coverage possible?

Are you energized by breaking news stories online, and then working with reporters to provide the deeper, broader context behind the event?

Do you aspire to learn from and later serve as the top editor of a dynamic newsroom team?

If so, we want you to join us in Cheyenne! With more than 150 years of history covering southeast Wyoming, the WTE's readers depend on us for coverage of city and county government, state government, crime and courts, health care, education, entertainment, sports and much more. A na-

See CLASSIFIEDS next page

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tionally award-winning newspaper with a strong presence online through our website, e-Edition and app, we're looking for a passionate aspiring newsroom leader to work with our managing editor to take us to the next level.

The ideal candidate is someone who has experience in a variety of aspects of news production, from writing and reporting to copy editing and design, and is willing to dig in and get the job done, whether that's rewriting a news release or guiding a reporter's multi-part series to publication. We're also looking for someone with a drive to be first – but always accurate – online, as well as some experience with social media and website analytics.

Additional duties include: proofing pages as they come back from our design center, coordinating with freelance writers across the state and coordinating content for a variety of special sections throughout the year.

Essential skills and requirements: Perform job duties and conduct self in accordance with company core values; Initiate and nurture effective, professional relationships within the community; Experience with community journalism; Strong attention to details, including catching errors in copy and on a designed page; Flexible schedule, since this is currently a 12-9 p.m. Tuesday through Saturday position.

Technology skills: Proficiency in Microsoft Office and Word is required, along with familiarity with AP style. Photography, social media and content management system experience (we use TownNews BLOX TCMS) are a plus.

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

For immediate consideration, please send resume, cover letter and 3-4 references to Managing Editor Brian Martin at bmartin@wyoming-news.com.

State Government Reporter: 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; Expe-

rience 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.

Local Government/Business Reporter: 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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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.

For Sale

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