



FEBRUARY 2020

WPA Bulletin



2121 Evans Avenue • Cheyenne, WY 82001 • 307/635-3905 • Fax 307/635-3912 • wyopress@wyopress.org • www.wyopress.org

Calendar of Events

March 15-21
Sunshine Week

March 25-27
NNA Congressional
Action Summit

April 17
WPA Spring Board
of Directors Meeting
Lander, Wyo.

May 15
WPA turns 143

May 25
Memorial Day
WPA office closed

June 12
WPA Summer Board
of Directors Meeting
Cody, Wyo.

June 13
WPAF Vern Shelton
Memorial
Golf Tournament
Olive Glenn Golf Course
Cody, Wyo.

January 14-16
122nd Annual
WPA Convention
Red Lion Hotel, Cheyenne

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Kevin Olson



Rory Palm



Jen Sieve-Hicks



Kristen Czaban



Rob Mortimore



Jade Stevenson



Lara Love

PUBLISHER KEVIN OLSON ELECTED WPA PRESIDENT

Kevin Olson, publisher of the Jackson Hole News&Guide, was elected president of the Wyoming Press Association at its 121st Annual Convention in January. He follows Kristen Czaban, publisher of The Sheridan Press, who will now serve on the board as past president.

Rory Palm, Regional President of APG, was elected vice president and Jen Sieve-Hicks, Buffalo Bulletin managing editor, was named secretary/treasurer.

Also serving 2020 terms on the board of directors are Rob Mortimore, publisher of the Torrington Telegram; Jade Stevenson, advertising director at the Gillette New-Record; and Lara Love, publisher of the Thermopolis Independent-Record.

A March 5 vote by the general membership (see story page 2) will determine if this will be the complete make-up of the board.

WPA members were also named to the following committees: Legislative, Marketing, Hall of Fame, NNA, Contest, Convention and Budget. For a complete list of names, see page 3.

NNA WELCOMES WPA MEMBERS

“NUMBERS” ENABLE BETTER SUPPORT, PROTECTION

At the 2020 winter meeting, the WPA board of directors voted for and announced at the general membership meeting, that all WPA members would be included into the National Newspaper Association (NNA).

Because of this added benefit to membership, an additional due was added onto WPA membership invoices sent earlier this month (February 19). NNA gave the WPA a discounted introductory rate of \$2,000 this year for the 100% state membership, and the WPA will assume \$1,500 on top of the discount. The WPA membership due this year is fifteen cents multiplied by paper circulation and capped at \$285.

“NNA’s ability to connect with policy makers in Washington and around the country is unparalleled for one major reason – our members,” Matt Adelman, 2020 NNA President said. “Numbers matter, and by offering a statewide membership for all state press association members, NNA is able to better support and protect our industry.”

The WPA board of directors requests members remit payment by March 31. Member dues allow the association to continue its mission to promote and foster the general welfare of the newspaper industry in Wyoming in areas of legislation, education, fellowship, recruitment and public relations. In addition, membership gives access to the WPA legal hotline and provides revenue enhancement opportunities.

2020 WPA BOARD MEMBERS**Kevin Olson, President**

Jackson Hole News&Guide
P.O. Box 7445 • Jackson, WY 83002
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Rory Palm, Vice-president

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Jen Sieve-Hicks, Sec. Treas.

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Kristen Czaban, Past-president

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Lara Love

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Rob Mortimore

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Jade Stevenson

Gillette News-Record
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Matt Adelman, NNA Chair

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Milton Ontiveroz, Assoc. Chair

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Ken Smith

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WPA STAFF

Darcie Hoffland, Executive Director
Cec Moats, Deputy Director
Josie Jenkins, Office Assistant

SPECIAL MEETING OF WPA MEMBERSHIP TO DECIDE POSSIBLE CHANGES TO BOARD

At the 2020 General Membership Meeting, a vote was carried on a motion made to the floor to keep the three (3) open seats for the WPA board of directors at large, allowing the membership to consider a constitutional amendment to reduce the size and composition of the WPA board. The association may amend or annul any part of the constitution at a regular or special meeting. However, changes shall only be made if submitted in writing to the members with 30 days' notice. It was moved at the meeting that the amendment would be voted on electronically after sufficient notice was given.

A special meeting forum to discuss the proposed change takes place via Zoom video/phone conferencing Thursday, March 5. The conferencing line will be open for one hour. Following this time, publishers will receive via email a SurveyMonkey link to cast their vote. A vote of at least two-thirds of the membership is mandatory to make any changes to the constitution.

The amendment relating to the composition of the board of directors, if adopted, will read:

Article 4, Section 1 –

The board of directors shall consist of seven (7) persons, six (6) shall be elected for terms of three (3) years each, under an alternating plan whereby the terms of two (2) of the six (6) members expire each year. The seventh member shall be the immediate past president. 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. Only regular members of the association shall be eligible for election to the board.

Currently the constitution states:

“The board of directors shall consist of ten (10) persons, nine (9) shall be elected for terms of three (3) years each, under an alternating plan whereby the terms of one (1) of the three (3) “daily” members, one (1) of the three (3) “large weekly” members, and one (1) of the three (3) “small weekly” members expire each year. The tenth member shall be the immediate past president. “Daily” members shall be chosen from those papers in the state who publish four or more times per week. “Large” and “small” weekly members shall be chosen from those newspapers who publish three or less times per week, and the weekly membership in the state, “large” or “small” shall be determined by paid circulation, splitting into each category as equally as possible in number of members. Only regular members of the association shall be eligible for election to the board.”



WRITING AND PHOTOGRAPHY WINNER-- 2019 WPA President Kristen Czaban congratulates Daniel Bendtsen, Laramie Boomerang, at the WPA's Annual Awards Banquet Jan. 25. Bendtsen won the Jim Tiemann Legal Writing Award and the photo of the year. His winning photo can be found on page 4. --photo by Josie Jenkins



National Newspaper Association

2020 Better Newspaper Editorial Contest & Better Newspaper Advertising Contest

DEADLINE:

Entries must be submitted online before 10:59 p.m. (MST) April 20, 2020.

EARLY BIRD INCENTIVE DEADLINE:

Entries must be submitted online before 10:59 p.m. (MST) March 16, 2020.

To enter, go to: <https://www.nna.org/2020-nna-better-newspaper-contest-open-for-entries>.

Troubles or questions about the rules? Email Kate at kate@nna.org



SALES ADVICE -- Ryan Dohrn led three popular sales seminars at the WPA Annual Convention in January. Dohrn is founder of media sales strategy firm Brain Swell Media and creator of the 360 Ad Sales System. Attendees learned about flipping objections on the spot, getting 20% more from every advertiser and "Habits of a Superstar Ad Consultant." --photo by Josie Jenkins

2020 WPA COMMITTEES

Hall of Fame

Ken Smith (Chair)
UW Liaison Emeritus
Pat Schmidt
WPA Past-president
JT Malmberg
Cody Enterprise
Kristen Czaban
The Sheridan Press

NNA

Robb Hicks (Chair)
Buffalo Bulletin
Toby Bonner
Powell Tribune
Matt Adelman
Douglas Budget
Rory Palm
Adams Publishing Group
Louie Mullen
Green River Star

Legislative

Jim Wood (Chair)
Wyoming Newspapers, Inc.
Bob Bonnar
Newcastle News Letter Journal
Josh Wolfson
Casper Star-Tribune
Jeff Moberg
Sundance Times
Kevin Olson
Jackson Hole News&Guide

Marketing

Jade Stevenson (Chair)
Gillette News-Record
Mark Tesoro
Uinta County Herald
Karen Brennan
Jackson Hole News&Guide
Rob Mortimore
Wyoming Newspapers, Inc.

Contest

Jim Angell (Chair)
Wyoming Newspaper Exchange
Jen Sieve-Hicks
Buffalo Bulletin
Brian Martin
Wyoming Tribune Eagle
Milton Ontiveroz
UW/Associates Chair
Lara Love
Thermopolis Independent Record

Convention

Darcie Hoffland (Chair)
WPA Executive Director
David Peck
Lovell Chronicle
Rory Palm, Kevin Olson

Budget

Kevin Olson, Rory Palm,
Jen Sieve-Hicks,
Kristen Czaban

PUBLIC NOTICE WEBSITE POSTERS DISTRIBUTED

The first week of February the WPA office sent member newspapers a handful of posters advertising the newly designed public notice website for distribution in their communities.

The WPA board of directors asks members to put these posters in post offices, libraries, town halls, and other city and public areas.

The WPA launched the new site in November, with the purpose of continuing its

mission of protecting the state’s open government, public notice and people’s right to know through a cleaner, mobile-first responsive site.

The quick data display, multiple public notice input methods and intuitive user interface makes it a powerful tool for public accountability and transparency in government.

Additional posters are available by contacting the WPA office.



AND THE WINNERS ARE... South Dakota photographers judged the 2019 photo entries and the top winners were announced at the WPA's Saturday Awards Banquet at the 120th convention in January. Clockwise from left: Mike Moore, Douglas Budget, won the sweepstakes award in the large weekly category with his feature photo, "What a Drag;" Cinthia Stimson, Glenrock Independent, won the small weekly sweepstakes award with "Sterling's Success;" and, Daniel Bendtsen, Laramie Boomerang, won the daily sweepstakes award with "Softball Proposal." Daniel's photo also won the overall award, winning "Photo of the Year."



ATTENDING WPA CONVENTIONS BENEFICIAL TO ASSOCIATES

By Milton Ontiveroz, Associates Group Chair

As I completed my second full year as chair of the Wyoming Press Association's Associates group, I, along with my trusty sub-committee, have made it a priority to grow the membership among the state's public relations specialists, and to increase the number of entries in the annual contest.

One of the goals has been realized. The other is still a work in progress.

First, the good news: The number of entries for this past January's Associates contest was at a record-breaking level of 131 -- up about 40 from a year ago. The addition of a videography entry had a lot to do with that, but we continue to see strong competition in the writing category. That category is probably the most competitive among all the entries.

I want to say thank you to all who entered, especially some newcomers among the ranks.

One discussion we had at the convention in Casper last month centered on the importance of attending the annual WPA Winter Convention. I cannot stress enough how beneficial it is to mingle with the state's editors/reporters to keep the lines of communication open. A good way to get your message across with the newspaper industry in this state is to get to know your local folks on a personal basis.

That is where the WPA convention comes into play. You have the opportunity not only to attend the Associates workshop track -- free of charge, I might add -- but the last two years I have built into our day an open reception with the newspaper folks. Several college-age students looking for employment or internship opportunities also attend the reception.

The reception is held in a relaxed setting, and it is a good way for all parties involved to share a drink, something to eat, talk shop or just mingle. My office takes advantage of sending us to the winter and summer press conventions each year, and we make personal media visits in the summer throughout the state.

These personal interactions have helped us tremendously to get our university message out into the public with the help of Wyoming's newspapers. I know we have had to deal with tough issues at times, but we realize that is part of what makes a good newspaper. However, there are many good chances for us to work with the media to tell our story.

It has been a good working relationship, and I strongly urge Associate members to work with your local media to build that working partnership. You will both benefit in the end.

With that said, the summer WPA meeting is June 12-13 in Cody. As an added bonus, the WPA board -- of which I am a member representing the Associates group -- is having dinner June 11 with the National Newspaper Association (NNA), which is holding its national summer meeting at the same time in Cody.

My friend, Matt Adelman, publisher of the Douglas Budget, is the NNA's president, and, of course, he was able to persuade members to come out to the Cowboy State. Many are bringing their families and making a vacation out of the weekend.

Later this summer, I will meet with my working sub-committee in an effort to work on gaining new members to attend the WPA Winter Convention, which will be Jan. 14-16 in Cheyenne. We will

be reaching out to the area's public relations folks to detail the benefits of joining the Associates group. At that time, the committee will begin working on winter convention workshops that will help you group as public relations professionals.



ASSOCIATES AWARDS - Jeff Robertson, Wyoming Treasurer's Office, receives his press release writing award from WPA President Kristen Czaban. Associates Chair Milton Ontiveroz, at the podium, prepares to announce the next winner at the WPA's Saturday Banquet at the January convention. -- photo by Josie Jenkins



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ASSOCIATES MINUTES

BOLSTERING MEMBERSHIP AND CONTEST DISCUSSIONS

I. MEMBERSHIP

a. The associates are still working to bolster membership and reactive those who pay for membership but do not come to the conference. We discussed methods of new recruitment and reactivation, and will continue to reach out to new people in our local communities.

II. AWARDS

a. How were the categories? The associates track made several changes this year that resulted in more entries!

i. There was a suggestion to allow for more than three stories in the news release and feature categories to accommodate series that are longer than 3 pieces.

ii. The new video category was successful and drew many entries

iii. News release remained the most competitive category.

iv. Is there any interest in a social media category?

1. Tom Dixon volunteered to draft contest rules for the new category.

v. Milton is going to send out the list of awards to the associates group

III. NEXT YEAR WORKSHOP

a. Who wants to help bring on more people for workshops? Think about it and contact Milton with your ideas. Subgroups could help with coming up with ideas. Looking to late July, early August to start planning.

i. SUGGESTION: Look at real media example and redo them. PR fails redone.

ii. SUGGESTION: How government officials and newspapers can work better together

IV. Sara DiRienzo is looking for help judging the Association of Conservation information contest. If you are interested, contact Sara at sara.dirienzo@wyo.gov. Time commitment ranges from 2-10 hours, based on categories.

V. Kim Deti asked about the media monitoring software or methods others use?

a. Many people use Meltwater. However, it is expensive and limits users.

b. Will Dineen recommend Newsgroup for newspapers and social media. Will did a survey of many different services, and he said they [Meltwater] are not worth it for in state only because they cannot guarantee that coverage.



HALL OF FAME -- Present and former Casper Star-Tribune staffers attended Joan Barron's (pictured bottom center) induction into the Hall of Fame at the WPA Annual Convention in January. A veteran reporter of five decades in Wyoming's newspaper industry, Barron was considered the dean of the state's Capitol press corps from the 1970s well into the 2010s. After beginning her career as a stringer for the Casper Star-Tribune in 1966, Barron moved to Cheyenne, where she became a well known and highly regarded state government reporter. --photo by Mary Angell

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“MEET THEM WHERE THEY ARE”

PROSPECTS HAVE DIFFERENT LEVELS OF EXPERIENCE

By John Foust, Raleigh, NC

Tim manages an ad sales team. “When I started my career in the newspaper business, I quickly learned that advertisers can be worlds apart in their knowledge of marketing,” he said. “That’s why one of my favorite sales principles is the old slogan, ‘Meet them where they are.’”

“This means we have to recognize that our prospects have different levels of experience. Most of them don’t have our knowledge of the intricacies of newspapers. If we don’t talk to them on their level, they will tune us out. And most of them are too polite to tell us we’re doing a poor job of explaining things.”

Tim comments remind me of the time my wife and I helped her father select a car. He loved his 14-year-old car, but it was time for a replacement, because expensive things were beginning to go wrong with it. At the dealership, we found a nice used car with only 12 thousand miles – a much newer version of his old model.

Our salesperson was sincere and down-to-earth, but unfortunately, he was hung up on technology. He spent most of the test drive talking about the screen in the middle of the dashboard. He was a walking encyclopedia of Bluetooth and wi-fi and digital programming, but my father-in-law had no interest in those things. He just wanted to see how the car drove and learn the relevant differences between his old car and the new one. His patience with the barrage of comments like “look at this other cool feature” was a clear sign that he liked the car.

In spite of the salesperson’s single-minded focus, my wife’s dad decided it was the right car for him. When the transaction was

over, he mentioned that the salesperson was nice, but extremely confusing. The next day, he accepted my offer of a simple tutorial. I sat in the car with him, placed my hand over the dashboard display and said, “The first thing we’re going to do is forget about all of this.” He said, “That’s a good start.” Then we reviewed and practiced some basics until he was comfortable. When we finished, he said he was more confident and even more excited about the car.

Age and experience make a big difference. That car salesperson should have known that a person of my father-in-law’s age wouldn’t care about fancy technology. But he was so blinded by his own interest that he couldn’t see things from another person’s perspective.

“It’s all a matter of common sense,” Tim said. “If a prospect is a numbers person, we should talk in terms of numbers – even if we’re not numbers people ourselves. If someone is an idea person, we should focus on ad concepts. Of course, this means we have to be prepared to talk to about advertising from all angles.”

Meet your prospects where they are. Let that be your guideline and you’ll be on the right road.

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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



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OBITUARY

Carrie Ann Craig

Carrie Ann Craig, born June 25, 1956, passed away January 12, 2020. She was 63.

According to former Saratoga Sun Publisher Dick Perue, Craig was a student trainee at the newspaper “in the mid-to-late 1970s and a reporter, photographer, darkroom technician, printer’s devil and all around ‘gofer.’” She later worked for Carbon County School District #2 for 40 years.

Carrie is survived by her daughters, Sarah Callison of Gold Hill, Ore., and KatiRose Callison of Seattle, Wash.; her two grandchildren; her mother, Iva Craig of Saratoga; two sisters; two brothers; and the rest of her “large and amazing” family.

She was preceded in death by her father, Jack Craig; sister, Cindy Craig; grandparents, nieces and nephews.

Watch your mailbox next week for a legislative update.