

# **WPA** Bulletin



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# Calendar of Events

April 17
WPA Spring Board
of Directors Meeting
Via Zoom

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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### WPA SENDS LETTER TO GOVERNOR GORDON

### WYOMING NEWSPAPERS ARE ESSENTIAL SERVICE

The Wyoming Press Association recently sent a letter to Governor Mark Gordon to address the essential service it provides to its communities.

The letter stated that Wyoming's newspapers should continue to be considered an "essential service" and that their operations remain unrestricted during the COVID-19 pandemic. It reminded the Governor of the critical work they do to keep communities reliably informed during these unprecedented times.

In many remote areas of Wyoming local newspapers are the primary method of keeping citizens accurately and well-informed. At a time of great need, newspaper publishers are working overtime to stay on top of delivering vital news in print and online to keep communities safe. It's always been their job!

The "essential service" status has been granted in Colorado and many other states and cities, and Wyoming newspapers should receive the same consideration. As this true threat to public health unfolds, they must be permitted to perform constitutionally recognized roles without inhibition.

### WPA MEMBERS VOTE TO AMEND CONSTITUTION

The WPA general membership on March 9 voted to amend the association's constitution to reduce the number of board members to six and to select all postions at-large rather than by newspaper division.

Thirty-three (33) of the forty-one (41) newspapers voted, meeting the requirement for two-thirds majority participation to take action. Twenty-eight (28) papers voted "yes" and five (5) voted "no" passing the proposed amendment.

The amendment to Article 4, Section 1 of the WPA Constitution will read, "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."

At the 2020 General Membership Meeting, a vote 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 the constitutional amendment to reduce the size and composition of the board. It was also moved that the amendment would then be voted on electronically after sufficient notice was given according to the WPA constitution.

Darcie Hoffland, WPA Executive Director, said, "The proposed change started with a conversation from the board about not having people willing to serve who haven't already done so three or four terms, and about the dynamic of our changing industry. This is an association of publishers, but with consolidations, there are fewer of them. Additionally, last year, three daily papers went to weeklies, leaving only six qualifying dailies and five publishers for that representation.



The deadline for entering the NNA Better Newspaper contest is fast approaching! Beginning this year all WPA members are now members of good standing in the National Newspaper Association. See page 9 for details on how you can enter.

#### 2020 WPA BOARD MEMBERS

#### Kevin Olson, President

Jackson Hole News&Guide P.O. Box 7445 • Jackson, WY 83002 (307) 733-2047/Fax (307) 733-2138 Email: kevin@tetonmediaworks.com

#### Rory Palm, Vice-president

Adams Publishing Group P.O. Box 1286 • Cheyenne, WY 82003 (307) 633-3165/Fax (307) 633-3191 Email: rpalm@wyomingnews.com

## Jen Sieve-Hicks, Sec.-Treas. Buffalo Bulletin

P.O. Box 730 • Buffalo, WY 82834 (307) 684-2223/Fax (307) 684-7431 jen@buffalobulletin.com

#### Kristen Czaban, Past-president

The Sheridan Press P.O. Box 2006 • Sheridan, WY 82801 (307) 672-2431/Fax (307) 672-7950 Email: kristen@thesheridanpress.com

#### 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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#### Cindy Price Schultz

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#### Ken Smith

UW Liaison Emeritus Email: klsmith@uwyo.edu

#### **WPA STAFF**

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

### **NEWSPAPERS BIRTHDAYS FOR JANUARY/MARCH**

Since we did not publish an e-bulletin in January and Darcie dropped the ball last month, the plan was to honor three months of newspaper birthdays. However, it seems there aren't any for the month of February, so here are the January and March Birthdays.

Humorist and writer Bill Nye published the first issue of the Daily Boomerang off his "lemon squeezer" press on March 11, 1881. Nye edited the newspaper and published it in the loft over a livery stable. He named the newspaper the Boomerang, a name also held by his mule, because, Nye said, 'I never know where he is going to strike,' and because initial efforts to drive the mule away were unsuccessful.

The Riverton Ranger, the dream of Roy and Bob Peck, co-publishers, came out the first week of March 1953 as a twice a week paper after the merger of The Riverton Times and Riverton Review. "Their vision touched the lives of dozens of journalists and helped



**The Laramie Boomerang was founded in 1881.** Date of this photo is unknown.

shape the direction of 10 newspapers in Wyoming and Montana." The Ranger remains under Peck ownership; Steven Peck, youngest son of Bob, is the current publisher.





Bob and Roy Peck, left, returned to their hometown Riverton in 1949 to found The Riverton Times, which merged with The Riverton Review in 1953 to become The Riverton Ranger. The Peck brothers enjoyed a partnership for 34 years, until Roy's death in 1983. At right, Ranger co-publisher Roy Peck, surrounded by the work he loved, looks up from his cluttered office where he kept everything in its place.

Powell, Wyo., has had a newspaper longer than it has been a town. The Powell Tribune was founded in March of 1909 and Powell wasn't incorporated until two months later. Only six owners have published the Tribune while it grew with the town. The newspaper has been a twice-weekly paper since 1949. See more birthdays page 4





Above: In 1964 brothers Roy, left, and Bob Peck, right, assembled the team of Dave Bonner, second from left, and Ron Lytle to join with them in the purchase of the Powell Tribune. Bonner and Lytle were co-publishers in Powell from 1964-68. Left: The wooden building was both living quarters and newspaper office for S.A. Nelson, first publisher of the Powell Tribune. Mrs Nelson stands at the doorway of the shop on main street in 1909, the year the Tribune was founded

# COVID-19

## SAFETY PRACTICE FOR NEWSPAPER INDUSTRY

Newspapers throughout the state are working to help prevent the spread of COVID-19 by gathering accurate and necessary information to provide to readers, and to connect readers with their communities. While many employees can work remotely, some staff must use computer networks that contain sensitive information, such as personnel records and credit card numbers, which are not accessible off-site.

Following is a compilation of suggestions that newspapers can utilize to keep staff, contract workers and readers as safe as possible. Steps at each location may vary.

#### **Newsgathering and General Office Practices:**

- Many or all staff work remotely, communicating through Skype, Teams, etc. Buildings are closed to all visitors and customers.
- Reporters interview people by phone wherever possible. Photos are taken outdoors at a safe distance wherever possible. Photojournalists are given antiseptic wipes to clean equipment frequently.
- Offices are stocked with hand sanitizer and feature posters on proper handwashing, social distancing and other CDC recommendations. Staff are provided with gloves and masks where supplies allow. Employee workstations are relocated within the building to maximize social distancing.
- There is frequent sanitizing of equipment, mobile devices, doorknobs and other surfaces, and more frequent visits by cleaning services and complete scrub-down of facilities.

#### **Printing and Distribution:**

- Frequent cleaning of printing/distribution areas, including sanitary wipe-down of surfaces during high use times and complete scrub-downs at intervals.
- Distribution of CDC safety materials to staff and contractors. Provision of disposable gloves to newspaper delivery persons, or rubber gloves that are sanitized daily.
- Staggered loading area pickup times for delivery persons to enhance social distancing. Loading areas are outdoors.
- Bundles of newspapers to be sold at stores are bagged and left outside the store, with a bag for returned newspapers, which can also be left outside.

For tips on working at home, go to: https://www.rjionline.org/stories/working-from-home-in-the-age-of-pandemic R. J. Reynolds relays the information from Damon Kiesow, a professor at the Missouri School of Journalism and a former director of product from McClatchy. See details on drinking coffee or tea using a diner-sized coffee mug; fast internet connection and a stable Wi-Fi network; keeping a schedule and more!

### NNA CANCELS TRIP; WPA BOARD TO MEET BY ZOOM

The WPA board of directors has cancelled meeting in Lander for the spring board meeting and instead will hold it via Zoom video conference April 17. Although a decision regarding the WPA summer meeting has not been made at this time, the National Newspaper Association has cancelled its June meeting in Cody.

The WPA and NNA had planned to have their summer meetings at the same time in Cody. Along with the WPA Foundation's annual golf outing, other joint events were in the planning stages. However, because of the COVID-19 pandemic, NNA cancelled the trip.

Matt Adelman, 2020 NNA President and publisher of the Douglas Budget said, "We at NNA deeply regret we have been forced to cancel our summer board meeting and retreat with the Wyoming Press Association's summer convention and WPA Foundation golf tournament. Events beyond our control – you can correctly imagine – forced our decision as our own board members and past presidents, many of whom run their own newspaper operations, are being needed at home during this time.

"NNA values its invaluable relationship with WPA and your members across the Cowboy State and certainly hopes that in the future we can once again plan for a joint summer board meeting," Adelman went on to say.

The WPA office will let members know in the coming weeks as to whether the WPA summer board meeting and Foundation golf outing will be cancelled.

#### 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

# HAPPY BIRTHDAY FRONTIER, ROCKET-MINER, INDEPENDENT

The first edition of the Dubois Frontier arrived on the streets of Dubois on January 12, 1978. Its front cover contained a large picture of the snow-covered Pinnacles, located west of Dubois on Togwotee Pass. The Frontier continues to provide the Upper Wind River Valley with news about people, events and editorials.

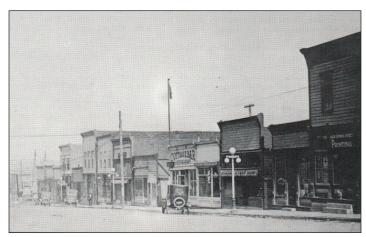
The first issue of the Rock Springs Miner appeared on the streets of Rock Springs on Wednesday, Jan. 18, 1881. The Miner, a once a week publication, took no editorial notice of the Rock Springs Rocket when it started publication in November of 1907 - boasting that it was the only Republican paper and official paper of Sweetwater County. In December of 1941 the two papers were brought together under the same ownership, and on June 5, 1965, the Rocket and Miner were combined and were publishing five

days a week. D.J. Richardson who was the publisher and manager for over 37 years starting in 1937 said, "Newspapering is a 'people business' – for, about and by people. And I wouldn't have it any other way."

The Glenrock Independent began its publishing life on March 30, 1922. Few copies of the early issues of the Independent remain, due to a fire which swept the newspaper office in the mid-1930s and not much is known about the early publishers of the paper. However, one dedicated individual who took over as publisher from his aunt Ainslie Davis was Nerwin O. Reed. He started in September of 1939 thinking his situation would be temporary, but instead he ended up publishing the paper for more than 50 years.



The Dubois Frontier is housed in this rustic looking cabin n downtown Dubois. A fire on Easter morning in 1989 delayed the production of one newspaper



This photo of the Rocket office (far right) is believed to have been taken in the early 1900s when the office was on "K" Street. The bridge in the background spans the Bitter Creek which flowed through this part of town at that time. (Photo courtesy of Sweetwater County Museum).



Glenrock Publisher N.O. Reed with his twin daughters, Jana and Lana, in 1948. . .



... and with his twin granddaughters, Kylie and Kameron Tyler in September 1981.

### GUIDANCE ON COVERING GOVERNMENT DURING PANDEMIC

In light of the current public health concerns regarding COVID-19 and to ensure continued government transparency the Wyoming Press Association has prepared the following advisory regarding the Wyoming Open Meetings Act.

Governmental bodies can meet their open meetings obligations, while practicing social distancing to help protect public health, by conducting meetings via telephone or video conferencing if the public is given the same opportunity to attend. Should a person wish to attend a meeting that is being conducted via Zoom, Skype or other electronic means, but does not have a computer, then the governmental entity must make arrangements so they can observe the meeting. It may be that such arrangement be audio only with a toll-free dial-in number.

According to the open meetings law: "No meeting shall be conducted by electronic means or any other form of communication that does not permit the public to hear, read or otherwise discern meeting discussion contemporaneously." W.S. 16-4-403 (d)

If a meeting is postponed or cancelled, and then rescheduled outside of a regularly scheduled meeting date this falls under the special meeting rule, W.S. 16-4-404 (b), and a minimum eight (8) hour notice must be provided to media. The notice must include the place, time and date, and must state what subjects will be discussed.

Additionally, if a governing body faces an emergency that requires immediate action, they may hold a meeting where a temporary decision is made. Reasonable effort to offer public notice shall be made and they must reconvene within 48 hours to revisit the decision. W.S. 16-4-404 (d)

For any questions please feel free to contact the WPA office via email at wyopress@wyopress.org or by calling 307-635-3905, or please feel free to call the WPA legal hotline at 307-778-8844. The FOI hotline is free for all WPA newspaper members.

# LEGISLATIVE WRAP-UP: WPA FIGHTS FOR OPENNESS, ACCESS, NOTICES

The Wyoming Press Association office on March 6 sent a legislative report to all publishers. The report has been updated with the close of the session and with Governor Gordon signing bills into law as of March 16.

The WPA monitored and worked on approximately thirteen transparency bills that hit the 2020 Wyoming Legislative Session. All 2020 bills, along with amendments and status, can be viewed by going to: https://www.wyoleg.gov/Legislation/2020.

Here is summation of those bills.

budget and financial data reporting and SF0082 public records-amendments are two bills we worked on during the interim with the Joint Judiciary Committee. The majority of SF0082 pertains to additional reporting and publishing requirements on salary for governmental entities and clarification points regarding the duties of the Public Records Ombudsman position. We had no issues with SF0083. The language in this bill now adds local government entities and defines the University of Wyoming as a state entity (with "participating state entities") for public financial information "that is determined to be" provided on the Wyoming public finance and expenditure of fund website. Both these bills have been signed into law.

The following three bills were sponsored by the Joint Appropriations Committee.

# • HB0050, Government procurement amendments.

School districts would advertise for bids for construction of buildings worth more than \$50,000 only on the state's procurement website. Currently, such calls for bids must be advertised three times in a "newspaper of general circulation in the state."

# • HB0051, Professional services procurement-amendments.

This bill has to do with the state's hiring of professional services such as architects. Currently, if the services cost more than \$25,000, a notice is to be published twice in a newspaper of general circulation in the state. HB0051 originally did away with this.

# • HB0052 - Public works and contracts.

This bill has to do with notices that a capital construction project is completed. Currently, a notice must be published for three weeks when a certificate of substantial completion is issued. Again, the bill as it was introduced strikes this language and calls for notice to be posted on the govern

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ment procurement website or the website of the entity that had the project done.

While they were in the House, all attempts to amend the bills to our favor were unsuccessful. Representatives Lindholm and Hunt both brought forth amendments on the Floor to restore publication in newspapers that overwhelmingly failed. House Representatives for removing notice from newspapers believed these types of notices were for contractors, engineers, architects, and professionals only - that these project notices are not meant for "general" notice.

When the bills moved to the Senate, we found ourselves with more friends in-

cluding Senators Dockstader, Kinskey and Landon. In committee we were able to restore language to HB50 and HB51 for notice publication into newspapers, and upon first reading on the Senate Floor, Senator Kinskey made the motion for our amendment to HB52, which passed. All three bills containing amendments restoring publication of bid notices in newspapers easily passed the committee as a whole. Senator Agar passed an amendment to HB52, changing the restored language to require notice be published in newspapers two times in newspapers instead of three upon second reading.

The House concurs on all three bills with notices in place and they were signed into law by the Governor.

#### **HB0222- Public Meetings**

The State Land and Investment Board would have been exempted from the Wyoming Open Meetings Act when "meeting solely for the purpose of receiving education or training..." However, as it stands, if the board were to consider confidential financial information, they can already do so in executive session "to consider or receive any information classified as confidential by law." (16-4-405 (a) (ix)) Additionally, if the SLIB members wish to meet outside of their regular meeting time, they could convene in a special meeting and move immediately into an executive session called for any reason allowed under the Open Meetings Act. All that would be required is the issuing of a notice to media at least 8 hours before the meeting began.

Moreover, the bill would have allowed the SLIB to meet in private to discuss the purchase of land in southern Wyoming, but there is existing law that would allow the SLIB to do just that.

Under current statutes, executive sessions are permitted "to consider the selection of a site or the purchase of real estate when the publicity regarding the consideration would cause a likelihood of an increase in price." (16-4-405 (a) (vii)).

The WPA, along with the Equality State Policy Center (ESPC), the Powder River Basin Resource Council (PRBRC) and the League of Women Voters (LWV), lobbied for two days outside the House Floor, collecting votes against the bill. HB0222 failed on the Floor on Feb. 20, with 51 "no" votes.

While this was a big win, we learned later the exact same exemption language was inserted into HB0164 – Investment of Public Funds. The diversion worked - HB0164 passed.

#### HB0164 – Investment of public funds

The bill intended to put into statute under 16-4-407 (Meeting, Conflict of law) the following language, "This act shall not apply to the state loan and investment board when meeting solely to receive education

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on and interview investment managers provided that the board shall take no action regarding public business during the meeting."

Again, we argued to the Appropriations Committee that this language exempting SLIB from the Open Meetings Act was unnecessary and expressed our concerns about exempting SLIB, having five of the state's elected officials, meeting without any transparency. The committee would not be moved on this language.

The WPA, ESC, the PRBRC and the LWV again lobbied the Senate, which resulted in an amendment brought to the floor by Senator Nethercott. The amendment keeps SLIB subject to the Open Meetings Act, deleting 16-4-407, but allowing for executive session under 16-4-405 (a) (x) "to receive education to interview investment managers." The amendment passed through all three readings and as Jim Angell, WPA lobbyist said, "Winner, winner, chicken NUGGETS.

This bill was signed into law by the Governor.

# SF0032 - Public meetings-executive session for security planning

At the start, the WPA legislative committee was quite concerned about this bill. WPA Attorney Bruce Moats was asked to draft an amendment narrowing language to present on the Senate side. It was adopted, and therefore the bill garnered our support as it moved to the House.

When it reached the House Corporation Committee, however, the motion to pass the bill failed. Chair Tyler Lindholm had a tie breaking "no" vote and he told the room that executive sessions are already abused enough across the state. We also heard Representative Andi Clifford say that this could create a slippery slope and she would rather err on the side of transparency.

#### SF0079 - School safety and security

Similar to SF0032, however, the language specifically refers to existing statute in the Open Meetings Act. It currently reads, "A district's safety and security plans and drafts of the plans adopted pursuant to a safety and security policy shall be confidential and are not public records available for public inspection pursuant to W.S. 16-



Courtesy Saratoga Sun

4-203 (b) (vi). The board may develop, discuss and review safety and security plans in executive session not open to the public pursuant to W.S. 16-4-405 (a) (ix).

The WPA testified to the Senate Education committee at the start of the session that there were already provisions allowing for executive session to discuss such matters. The committee, after hearing the testimony, amended the language accordingly. The bill passed the Senate and the House Education Committee further amended language, changing the word "policy" to "plans". The bill did not make it for consideration in the House Committee Of the Whole.

# HB0176 – Game and fish-data protection

Limiting the release of personal and geographic information "of the legal taking of wildlife." This is another bill where language simply reflects common practice following what's already outlined in the Public Records Act. This bill has been signed into law.

# **HB0133 - County central committee** meeting notice

Allowing for publication of meeting notice of the county central committee to be placed in newspapers "or other means reasonably calculated to give actual noice to the electors in the county." The bill,

sponsored solely by Representative Donald Burkhart, Jr., received introduction and passed the House Revenue Committee to be place on general file. However, the House Committee as Whole did not consider the bill and it stopped there.

# HB0214 – County Delinquent tax sales-amendments

Amending advertising notice of sale of property as it pertains to the collection of delinquent taxes from three (3) times in a legal newspaper in the county to two (2) times. We were unsuccessful in restoring the language for the additional run and this bill passed the House. Thankfully the bill did not make it for consideration by Committee Of the Whole in the Senate.

# SF0064 - Trust companies-statutory amendments

This bill initially removed language requiring publication (and public meeting) in the county where a proposed trust company is to be located and changed the requirement to publication in a paper of general circulation in the state. Senator Dockstader passed an amendment putting publication back within the county. This bill passed the House with the restored language and the bill was signed into law.

Open-meetings, freedom of information laws, and public notice are all essential

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### **DIGGING DEEP**

# HOW TO FIND OPPORTUNITIES (AND TIME) TO GO IN-DEPTH

#### By Bart Pfankuch

Has the daily grind got you down? Are you missing on opportunities to move up in your career because your stories are stuck on average? Is it hard to remember the last time you broke a big story, produced a project or delved deeply into an important topic?

In today's understaffed, overworked journalism environment, many daily and weekly newspaper writers are likely to answer "yes" to one or more of those questions. And while I understand why, I simply refuse to accept the notion that it is impossible for anyone to produce in-depth material.

As a quick definition, "in-depth" is coverage that includes: a higher quantity and quality of sourcing than normal; multi-part packages; projects with maps, graphics and charts; coverage of topics that are controversial or which someone wants kept quiet; use of reports, public documents and data to draw conclusions; use of multi-media and improved photog-

raphy; or use of narrative form or thematic storytelling.

Here are some tips to find the topics, and the time, to do deeper work.

- **Prioritize**. We all have regular tasks to complete, meetings to cover or sections to fill. Commit yourself to doing those jobs more quickly and efficiently in order to maintain overall quality but to free up time each day or week to work on deeper or more long-range projects.
- Use time wisely. Sometimes you have to work late or on a weekend to land a big project. But to make in-depth work a habit, find ways to fit the work into your regular schedule. Reduce office chit-chat, avoid the time suck of social media; and stay on task when on the clock. Try to commit one hour a day or three hours a week only to project work.
- Watch for opportunities, then dive in. Great stories sometimes fall into our laps, but more often they must be found and cultivated. Always be on the hunt for topics that aren't obvious or that can

lead to change. Look for stories that involve government waste or mismanagement, those that highlight people who are in peril or who



are suffering or are without a voice, or topics that powerful people want to keep hidden. When you get a reputation as a watchdog, sources with good stories will flock to you. Never, ever blow them off; listen to anyone about anything.

— Convince your editor, and yourself, of the importance. Going deeper won't happen on its own; you will have to take the initiative and it will require extra work and energy. Don't approach your editor with an idea until you've done your homework and have established a plan for what the story might say, how long it will take to complete and when it can be done. Good editors won't turn away great work.

See DIGGING DEEP next page



# DIGGING DEEP CONTINUED FROM PREVIOUS PAGE

- **Start small.** Consider your first in-depth project a starter kit. Take on a story that you know can be done and completed rather quickly, but which has the potential for impact. With a small victory in hand, then shoot bigger and you'll have the confidence to land larger stories. Try to complete a project every month, every quarter or even once a year if that is what time allows.
- Think beyond your borders. In small towns, or on busy beats, it can be tough to find topics that resonate widely. Tackle a topic that reaches beyond your town or your regular topic area by considering issues of statewide interest, industrywide reach or those that touch on an entire population of people.
- **Keep clean, accurate notes.** After every interview, type up or clean up the notes immediately and identify anyone or anything you might forget. Longer stories require more organization.
- **Find a mentor.** If there's someone in your newsroom doing in-depth work, glom onto them and copy their best practices. If not, find someone outside the newsroom to confer with or go

online to find someone in journalism to ask for help or advice.

- Emulate other good work. Keep your eyes peeled for journalism that stands out and then replicate it. Go on awards websites and click on the winners to see what type of stories, and which topics, are rising to the top of our field. Then, redo your own version.
- **Keep it to yourself, at first.** Do not make a grand announcement that you are working on a project. Rather, do the work quietly at first, diligently, until a project takes shape. When you know you can bring it home, then tell your editor or your colleagues. At that point, ask for extra time or open space in the paper.
- **Collaborate.** Once you have a green light to go deep, seek input from editors, other reporters, web folks, photographers and designers or anyone else who can help make the project shine.

Bart Pfankuch is the content director for South Dakota News Watch, an online public-service journalism group. He can be reached at bart.pfankuch@sdnewswatch.org.

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parts to government transparency. They ensure Wyoming citizens have access to information needed for civic engagement. It is important to ponder the overwhelming number of bills this session seeking less openness, less access and less notice to the people of our communities on Wyoming governance.

Mr. Jim Angell, Mr. Jim Wood and Ms. Darcie Hoffland, on the ground in the Legislature, believe this smattering of bills having to do with public notices is just the start. There have been grumblings by some legislators that it is time for another interim study into legal notices. Well, it's time newspapers hit back with numbers. Constant, year-round house ads giving folks the number of visitors we have to websites, readers, etc. Because even if they don't have an interim study, you can bet more of these will be coming up next year.

The Management Council was set to meet March 26 to decide

interim topics, but it was cancelled and as of publication has not been rescheduled. However, the WPA legislative committee plans to meet via Zoom video conferencing on Monday, March 30 to discuss potential issues for the interim and the 2021 session, and to also look at long-term strategy. The Joint Judiciary Committee will continue their two-year study of the Public Records and Open Meetings Act this year.

A heartfelt thank you to everyone who lobbied legislators with phone calls, texts and emails, who wrote editorials and ran ads in your papers, and to those who were at the capitol. The united front is impactful and vital to maintaining the mission of our association – thank you again.

Your 2020 WPA legislative committee is: Jim Wood, Jim Angell, Kevin Olson, Josh Wolfson, Jeff Moberg and Bob Bonnar.



# NNA BETTER NEWSPAPER CONTEST OPEN FOR ENTRIES

THIS MEANS **YOU** WPA MEMBERS!

Each year NNA honors the best in community journalism and newspaper advertising.

### **ALL WPA MEMBERS ARE ELIGIBLE TO ENTER!**

Entries are due by APRIL 20, 10:59 p.m. MST. For more info and to download rules, go to:

https://www.nna.org/2020-nna-better-newspaper-contest-open-for-entries