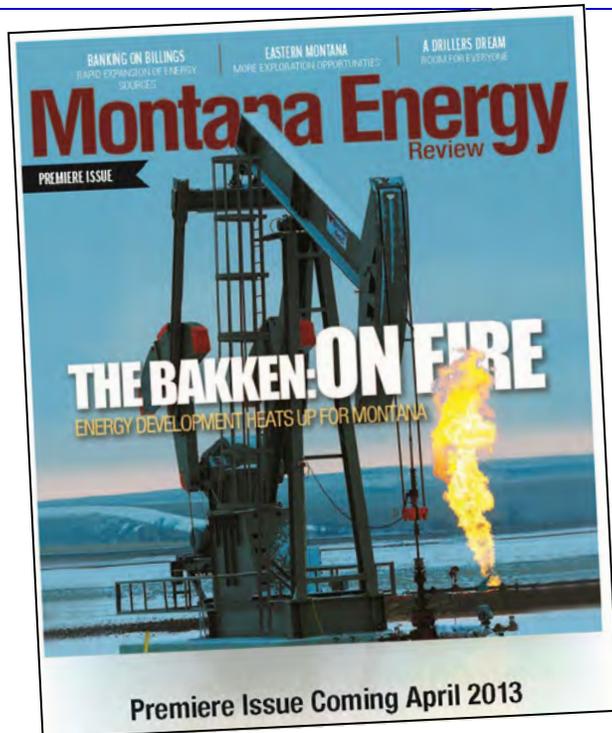


March 21, 2013



Billings Gazette adds new quarterly publication

Name: Montana Energy Review

Publish schedule: Quarterly

Premiere issue to publish April 14, 2013

Press run: 45,000

Distribution: Inserted into the Sunday Gazette, select rack locations + direct mailed to a highly targeted audience (energy industry executives, lawmakers, energy-related state offices, among others)

Montana Energy Review Staff

Jennifer Owen has joined Billings Gazette Communications as editor of Montana Energy Review. Owen is an attorney specializing in energy policy, law and regulation. Prior to her work as an attorney, Owen worked at the Department of Energy and in the U.S. Senate, first for the Committee on Energy and Natural Resources and then as an adviser to Sen. Conrad Burns. In 2011-2012, Owen spent a year volunteering in Nicaragua, assisting in the start-up of Clinica Verde, a clinic serving women and children living in extreme poverty. Owen still serves as an adviser to Clinica Verde and sits on the board of directors of Stupid Cancer, a national nonprofit supporting young adults battling cancer. Owen received her undergraduate degree from Concordia College, Moorhead, Minn., and her JD from George Washington University Law School in Washington, D.C. She may be reached at 670-5168 or jowen@mtenergyreview.com.

Jessica Tuck has recently joined Billings Gazette Communications as the sales consultant for the Montana Energy Review. Tuck is a graduate of Montana State University-Billings with a bachelor's degree in liberal studies with a fundamental focus in English. She can be reached at 657-1427 or jtuck@mtenergyreview.com.

Community newspapers still reach the heartland

A recent national survey (2012) by the Reynolds Journalism Institute at the University of Missouri (Columbia, Missouri) shows community newspapers show people still prefer their local papers for getting their news and information. The survey was conducted in small U.S. towns and cities where the circulation size of the local newspaper was 15,000 or less. This is the survey's seventh year.

Of those who participated in the survey, 52 percent were daily newspaper readers, and 48 percent were non-daily readers. The circulation sizes of the newspapers ranged from 309 to 14,943.

The study showed that 71 percent of the respondents read a community newspaper at least once a week.

- ◆ On average, readers of the 2012 survey spent 39.92 minutes reading local newspapers.
- ◆ 75% read all or most of their newspaper.
- ◆ 77.4% read the paper for local news and information.
- ◆ The majority of local readers continued to regard community newspapers as highly valuable and important sources of information about their communities.
- ◆ 83% agreed that they and their families relied on the newspapers for local news and information.
- ◆ Nearly half of readers (46 percent) used the newspapers for their political and voting decisions.
- ◆ When asked, "Do you think governments should be required to publish public notices in newspapers?" 78 percent said "yes."
- ◆ 71% believe the accuracy of their local paper is either "good" or "excellent."
- ◆ 70% believe the coverage is either "good" or "excellent."
- ◆ When asked about their preference for the source of information about local communities, 53 percent of residents preferred "newspaper" over other local media outlets such as TV, radio, etc. The local newspaper was preferred in a 3-1 margin over TV.



Hi! I'm Susan Mullen

You may not know me, but I know your papers. The MNA Clipping Service is my responsibility. I've read the papers since October 2001. Before coming to MNA I was a school librarian and earned a B.A. in History from UM. Interests, besides reading, include travel, family and knitting. Montana is a great place to live with all sorts of interesting people and places I find out about in

your papers and just getting out and about. In the past few months I have also helped out in other areas of the Association. I work on the MNA Directory and the Press Pass cards with Linda. I'm looking forward to bringing the Clipping Service into the digital age at some point to maximize the newspapers we have in the state. It's a great place to work with all good people.

The MT FOI Hotline Inc. continues 2013 fund drive

As of February 28, the Montana Freedom of Information Hotline has received \$3,500 in donations from Montana news organizations. The Hotline's goal is at least \$4,000 in donations.

The nonprofit Hotline provides media organizations and citizens with free legal advice on how to access Montana's public documents and meetings. Helena attorney Mike Meloy staffs the hotline. He can be reached at 406-442-8670 or via email at mike@meloylawfirm.com.

Coming later this spring, the Hotline will launch a new Montana FOI website and will provide news media with updated reporter's wallet cards and the "Access Montana" brochure.

The suggested donations to the Hotline are \$50 for weekly newspapers and radio stations, \$100 for small daily newspapers and TV stations, \$200 for medium dailies, and \$300 for large dailies.

Newspapers that have donated in February are:

- ◆ Bozeman Daily Chronicle
- ◆ West Yellowstone News
- ◆ Lone Peak Lookout
- ◆ Belgrade News
- ◆ Montana Standard
- ◆ Helena Independent Record
- ◆ Jordan Tribune
- ◆ Philipsburg Mail
- ◆ Sidney Herald
- ◆ Missoula Independent
- ◆ Sanders County Ledger

Tax-deductible donations can be sent to the Montana FOI Hotline Inc., in care of

825 Great Northern Blvd., Suite 202 | Helena, MT 59601
 Toll Free in MT 800-325-8276 | Fax 406-443-2860
 Jim Rickman, Executive Director | jim@mtnewspapers.com
 Linda Fromm, Advertising/Office Manager | mtomgr@mtnewspapers.com

MNA Calendar

MARCH

- 27 MNA Better Newspaper Contest
 North Dakota judging starts

APRIL

- 1 MNA/MNAS Board members' deadline to reserve rooms at Double Arrow Lodge
 10 North Dakota judging for MNA BNC ends
 18-19 MNA/MNAS Boards of Directors Strategic Planning Meeting, Double Arrow Lodge, Seeley Lake
 18 Deadline to submit articles for April *Press Pass*
 26 U of M Journalism School Scholarship Award Banquet. A scholarship and award from the MT Newspaper Foundation will be presented.

MAY

- 16 Deadline to submit articles for May *Press Pass*

JUNE

- 13-15 128th MNA Convention
 Holiday Inn/Downtown, Missoula
 15 Presentation of BNC Awards at MNA Convention

SEPTEMBER

- 12-15 National Newspaper Association
 127th Annual Convention & Trade Show
 The Arizona Grand Resort
 Phoenix, AZ

March 21, 2013



PEOPLE and PAPERS

Sease joins Bozeman Daily Chronicle



Cindy Sease joined the *Bozeman Daily Chronicle* in February as director of advertising. For the previous 12 years Cindy was the director of advertising for the Kalispell *Daily Inter Lake*. Prior to that Sease held advertisement

management positions at the *Sioux City Journal* in Iowa and at the *Boulder Daily Camera* in Boulder, CO. In 2012, Sease received the President's Award from the Montana Newspaper Association.

Independent Record's Sanjay Talwani awarded rural fellowship

Independent Record reporter Sanjay Talwani was awarded a Rural Fellowship by the Association of Health Care Journalists to attend its annual Health Journalism 2013 Conference in Boston March 14-17. Journalists from around the nation and experts in health care convened to explore current issues in health care delivery, policy and economics.

Caleb Soptelean back in the Flathead Valley

Caleb Soptelean has returned to the Flathead Valley as the new reporter at the *Bigfork Eagle* and *West Shore News*. Soptelean grew up in rural eastern Ohio and attended the University of Montana. He enjoys the benefits offered by the eclectic mix of people and activities in Bigfork. Sports, politics and religion are some of his passions and will most likely be themes of future columns.

Changes to Independent Record Your Time

For many years, readers of the Helena *Independent Record* have enjoyed the weekly Your Time arts and entertainment supplement. Starting March 22, Your Time will change to a stand-alone section of Friday's newspaper.

Your Time will continue to be the best source for the Helena area's arts and entertainment news, providing readers with the largest and most comprehensive area arts and entertainment events calendar.

Morris receives Zoolizter award

Justine Morris of the *Ravalli Republic* was elected the February employee of the month for both the *Missoulian* and the *Ravalli Republic* newspapers. The "Zoolizter" is awarded to the employee who "rises to the occasion" and exceeds expectations during the month. Justine was the lead for the *Ravalli Republic's* Wedding and Event Fair in January and substantially increased her sales performance over the same period last year.

Students delve into local newspaper

Through sponsors of the Newspapers in Education (NIE) program, students in three Tobacco Valley classrooms each receive a free copy of the newspaper every week. Teachers use the newspapers in lessons and many students take them home to their families. Reporter Nikki Meyer surveyed students who read the paper and found sports and bear stories are very popular. Student Kaden Benford summed it up. "I think the news is important. It is a place where people can advertise so they can get more customers and it helps people know what's been going on around town."

In Memoriam

Kent Shaffer. Longtime Cut Bank columnist and middle school track and field coach passed away in early March. Shaffer became known in Cut Bank and elsewhere as a more than just a coach and special education teacher. Shaffer began his career as a sports correspondent with the *Western Breeze*, when he began submitting stories and results from middle school track meets. For the Cutbank *Pioneer Press*, he wrote the weekly column, "K.R. Recall." At the time of his death, Shaffer served as principal sportswriter for four weekly newspapers owned by *Pioneer Press* publisher and owner Brian Kavanagh and his wife, LeAnne. Covering six teams, he regularly cranked out 10 or more stories each week. "We were lucky to have him," said Kavanagh.

Warren Buffet's company has been buying papers

Berkshire Hathaway will own 28 daily newspapers in small and mid-sized cities once its acquisition of *Tulsa World* is complete. "No thanks," said Buffet to the possible purchase of the *Chicago Tribune* and *Los Angeles Times*. He said the papers that are going to make money will be those in a tight-knit community that wants local news.



Flying Horse recognized for media campaign

By Chronicle Staff [March 3, 2013]

Flying Horse Communication, a Bozeman-based advertising and marketing firm, won glad ADDYs for best TV campaign, best radio campaign, best print campaign and best integrated campaign for regional and national advertising at an awards ceremony in Great Falls.

Gold ADDY awards signify the highest level of creative excellence and are judged by independent advertising experts.

The winning campaigns were created for Pioneer New Group, a Seattle-based chain of newspapers that serve communities in Washington, Oregon, Idaho, Utah and Montana. The Bozeman Daily Chronicle is part of the group.

The ad campaigns are changing the way people think about newspapers, said Flying Horse CEO Mike Gold. Recent market research shows that as a result of Pioneer's advertising, people in Pioneer's markets understand that newspapers are now multimedia companies that have more readers than ever before when adding those who read the paper online or on a tablet or cell phone to those who read the traditional newspaper.

"We needed to tell readers and advertisers that we are alive and reaching more people than ever," said Stephanie Pressly, publisher of the Bozeman Daily Chronicle. "We are seeing a fundamental shift for the better in the way people view community newspapers."

The Pioneer campaign has caught the attention of the newspaper industry, generating stories in the publications that reach publishers across the nation. In addition, Mike Gugliotto, CEO of the Pioneer News Group, and Gold gave a presentation at the Inland Press Association's annual conference on the impact of the campaign.

"There is enormous interest in what we have been doing to change the perception of newspapers," said Gugliotto. "We are pioneering the future of newspapers—both the way people read them and how they think about them."



The news you want to know doesn't always happen on your doorstep. It happens out in the community. It happens fast and you want to know about it as soon as it does. At the Bozeman Daily Chronicle, we're delivering more news in more ways than ever, because we know you want to know. We're putting the community in your hands.

BOZEMAN DAILY CHRONICLE
empowering the community

Tribune improvements boost news coverage



Jim Strauss
Great Falls Tribune
Editor and Publisher

Our newsroom has been a construction zone this past week as we reconfigure our work space. A lot has changed since our last overhaul of the newsroom, from presenting the news over multiple platforms — print, online, mobile, tablets — to new coverage priorities.

What's important is that we're not just playing musical chairs: Whether you're reading this column old style in print at the kitchen table or reading this on your smart phone as you wait to board your flight, these changes pave the way to better content for you.

Key changes and improvements

» Viewpoints: Longtime reporter Richard Ecke becomes viewpoints editor, overseeing opinion and community conversations for the Tribune. Since Managing Editor Gary Moseman retired

in the spring of 2012, the viewpoints duties have been split among Rich, Business Editor Jo Dee Black and myself — with Rich and Jo Dee doing most of the work. With 34 years of reporting experience at the Tribune, Rich, who grew up in Helena, brings a wealth of knowledge and perspective to his new role. Rich is our second-longest tenured employee, trailing only reporter Peter Johnson's 35 years.

In his new role, Rich will be working with Jo Dee and me to develop Tribune editorial board opinions and also will be reaching out to readers to get their views on our pages. Rich is great at listening, which is a key skill in his new job. Our goal is to reflect the wide-ranging opinions of our readers week to week in Viewpoints. I hope you are enjoying the increased number of reader voices through guest columns on our pages.

Rich also will be continuing to write his popular weekly *Spray of the Falls* column and will be doing some community reporting projects. With his years of experience covering Electric City Power, Rich will continue to cover that important story. He will recuse himself from editorial discussions on that topic and any other topic he covers in his in-depth community work.

» City and military: We recently added Jenn Rowell to our reporting team. Jenn previously covered the military for the Montgomery (Ala.) Advertiser. At the Tribune, she takes over

Rich's high-profile City Commission beat and takes on an expanded military beat. "Serving our country," as the Tribune defines its military beat, is a key topic for our community, and we are giving it more coverage in print and online, from short news items to in-depth packages. Readers already are noticing our expanded military coverage.

» Business: We also are devoting more resources to covering business. "Creating good-paying jobs" always rises to the top of the list when we talk with residents about their concerns for Montana. Rich's new role as viewpoints editor frees up Jo Dee Black to do more reporting in her role as business editor.

Jo Dee teams with reporters Peter Johnson, whom I mentioned above, and Marc Stergionis, who recently moved from the copy desk to the business desk, to deliver the most thorough business and agricultural coverage in Montana. We also lay claim to the most-experienced business team in Montana: Peter has 35 years at the Tribune; Jo Dee has more than 12 years at the Tribune and 25 years in Montana media and communications; and Marc has more than 10 years at the Tribune and 35 years in media and communications. That's 95 years of experience in media and communications for the team.

» Outdoors and natural resources: When we interviewed more than 100 Great Falls and rural readers last fall about what is most

important to them, two issues came up in almost every interview: experiencing Montana's outdoors and preserving the qualities that make Montana such a special place to live. Those topics were key drivers behind the Sunday My Montana section we introduced last summer and the continued improvements we work to bring to our Thursday Outdoors section.

As part of our newsroom redesign, natural resources reporter Karl Puckett, who has been with the Tribune 10 years, is teaming with outdoors reporter Erin Madison, who has been with the Tribune six years. Erin moved to her outdoors reporting role last spring after covering business and health care for the Tribune. We also have freed up more natural resources reporting time for Karl by moving his County Commission beat to reporter Michael Beall. Michael, who also covers police and courts, came to the Tribune last summer, after graduating from the University of Montana School of Journalism. This change will allow Karl, who is one of our best projects reporters, to develop more in-depth work for our readers.

We've got more in the works, and I'll be back here in a couple of months to tell you about how we're improving our content for the spring and summer. Thanks for reading the Tribune — in whatever form you like.

HOME FOR OUR HISTORY



Madisonian
Ennis, Montana
Feb. 21, 2013

Photos by Allison Clark

More than 100 years of archived issues of The Madisonian live in these cabinets at The Madisonian.

The Madisonian houses collection of treasured archives for public use

Not only has The Madisonian been around since 1873, but also there are copies of every existing issue since then, bound and available for public viewing in their conference room today.

Since the beginning, owners of the paper have sent off all issues to be bound and preserved for history at the end of each year. The copies get passed down to each new owner as part of the business. Now, the new owners want everyone to know that these pages are meant to be seen and read by anyone interested in taking a peek into the past.

The Madisonian is an integral part of local history. The layout and the names have certainly changed, but the ideas behind the stories and the headlines still seem familiar. Ranching stories, hunting

laws changing, local sports, board meetings, obituaries and birth announcements all fill the pages from the early days up to the present.

Some of the papers are torn and worn, and even the first issues are carefully adhered to the plastic sheets that hold them together, but Susanne Hill and Erin Leonard, two of the current owners of The Madisonian encourage folks to come in and sift through them for projects, genealogy research, or simply because they have some time to kill.

"I would love for people to know that yes, they are old and they are delicate, but we trust that our readers are going to take care of them," comments Hill about the archives. "Rather than saying, 'these are our delicate babies, don't



A page from The Madisonian's 100th anniversary issue.

touch,' we want people to feel welcome to just dive in."

The current owners plan to digitize the collection in the near future to ensure the history is never lost and can be made available to the public indefinitely.

While it is intimidating to touch and turn the pages of the older papers, they are here for the public to peruse. Hill hopes that people will simply be careful with them.

"To me, to know that you can just come down here and pour over those papers for

hours is amazing," says Hill. "They are all in there, from

1873. There are incredible amounts of information to be taken from them."

The archives are available for public viewing during regular business hours. The conference room houses the archive collection. Consequently, it is suggested that folks call ahead to reserve a time for viewing in case the room is reserved for a private meeting. They also extend the use of the room to anyone in need of a meeting space.