

## Best Sports Photo

### Division 4

### 2015 Better Newspaper Contest

By: Cathrine L. Walters, The Missoula Independent



Titled: The Kick

On Sept. 12, 2014, Missoula Mayhem, a mixed martial art event, was hosted outside at Ogren Park in Missoula. A friend who was competing invited me to come and take photos of the event. It was challenging to photograph because the entire ring was enclosed by a chain link fence. In order to avoid blurry and distracting lines in every shot, I snuck up to the base of the floor and stuck my lens right up to the fence, zooming in to keep the fence out of my frame (however, I caught a little bit of fence in the upper right corner of the frame!). During these fights there is a lot of quick, explosive kicking and punching, so for this shot to work I had to anticipate the moment. I watched the fighter's feet to figure out when he was going to make a move and started shooting as soon as his foot left the mat.

Equipment: Nikon D700 with Nikon 17-35mm f/2.8 lens • Settings: f/3.5 - 1/800 s - ISO 8000

Judge's comments: Intense, powerful shot. You put me in the ring, and I didn't want to be there. Great work.

# MNA Calendar

## April

- 14 U of M J School Dean Stone Awards Banquet RSVP deadline, contact Cameron Bucheit at 243-2001 or journalism@mso.umd
- 15 Montana Corporation Annual Report filing deadline with the Montana Secretary of State
- 15 Deadline to submit articles for the April Press Pass
- 21 U of M J School Dean Stone Lecture featuring Susan Stamburg, from NPR, 7:00 pm UC Ballroom
- 22 MNA & MNAS Board of Directors' meeting, U of M Don Anderson School of Journalism, Missoula
- 22 U of M J School Dean Stone Awards Banquet

## May

- 9 Deadline for MNA convention room reservations at Grouse Mountain Lodge, (406) 892-2525 or email info@glacierparkinc.com
- 20 Deadline to submit articles for the May Press Pass
- 30 Memorial Day - MNA office will be closed

## June

- 9 MNA & MNAS Board of Directors' meeting, Grouse Mountain Lodge, Whitefish
- 10, 11 31st MNA Annual Convention, Grouse Mountain Lodge, Whitefish
- 11 MNA & MNAS annual meetings and election of officers, Grouse Mountain Lodge, Whitefish
- 11 Presentation of the 2016 Better Newspaper Contest Awards and banquet, Grouse Mountain Lodge, Whitefish
- 17 Deadline to submit articles for the June Press Pass

*Save the dates...*



131<sup>st</sup> MNA Annual Convention • Grouse Mountain Lodge, Whitefish  
***June 10 & 11, 2016***



825 Great Northern Blvd., Ste. 202  
 Helena, MT 59601  
 Phone 406-443-2850  
 Fax 406-443-2860

### OUR MISSION:

To advance and sustain the news publishing industry in Montana.

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March 25, 2016

# MEMBER PROFILE

## MARK HEBERT

Publisher, Phillips County News

### Born, year & place:

1972, Missoula, Montana

### First newspaper job:

My first newspaper job was at the Clark Fork Wagon Wheel, a short-lived weekly in Alberton, Mont., which covered the areas west of Missoula and stretching to the Idaho border. I started as an intern for a requirement at the University of Montana Print Journalism program and soon after became the sports editor.

### Family:

Charity is my wife of 15 years and we have a 12-year-old daughter named Sophia.

### Education:

BA in print journalism from the University of Montana in 2006. I had the pleasure of studying journalism under the likes of Dennis Swibold, Sheri Venema, Printer Bowler, Michael Downs and Sharron Barrett.

### Community involvement and diversions:

Netflix, Phillips County Transit Authority Board Member, family and fishing.

### How did your career lead you to where you are now?

On a whim, in the fall of 2014, I found a vague description for a job at a “weekly newspaper in Montana” on J-jobs.com. The job lead said nothing of where the paper was located and I wasn’t sure it was even a legitimate post. I applied anyway and four months later – I had forgotten I’d even applied – I was called by the Stevenson Hicks Newspaper Group out of Wyoming. They were in the process of buying the Phillips County News in Malta, Mont. I was offered the job and, viola, here I am.

### What’s the most important thing you learned along the way that prepared you for your current role?

Treat people the way you’d like to be treated. Be honest, forthcoming and genuine with everyone you meet (i.e. do the exact opposite thing that my last boss -- non-newspaper-- would do).

### What aspect of the job do you find the most rewarding?

The tearing down of the paper on Tuesday morning is like a good cup of coffee. The most rewarding thing is to be able to start over and do it again each week.

### What aspect of the job do you find the most challenging?

Before I became a publisher, journalism was about writing the story, getting the picture and placing it on the page... --30-- Now, as the publisher, there are a thousand other things to worry about and the main one, paying the bills, is always at the forefront. Getting people to understand (or care) that their community newspaper mostly survives because of their ad dollars is sometimes challenging.



Mark Hebert

### What have you done to enhance the brand of your newspaper in your area?

If it isn’t broke, don’t fix (much of) it. I am only the fifth publisher of the PCN, a newspaper that enters 95 years of existence this week. I am starting my third year here and I do not fool myself...it was here before me and will (hopefully) be here in another 100 years. Keep it local, keep children’s names and pictures on the pages each week and follow the template left for me by those I follow.

### What is your digital strategy right now?

Ugh. As much as I use the Internet, I truly dislike it when it comes to newspapers. We offer our readership a PDF of the paper online, along with the typical newspaper website. I guess that is a strategy of sorts.

### What is your print strategy right now?

Print is king! Last year we finally made the full-time push to color pages on a weekly basis. We design a newspaper which stands out, is strictly local and, with an older readership, the hard copy is what people want. Again, ain’t broke, don’t fix it.

### How does the MNA serve you and your newspaper?

Besides assisting in filling column inches with ads, MNA is always quick with a response when I have a question (MNA-related or not).



# PEOPLE and PAPERS

## MNA, PNRC file comments opposing EPA proposal to eliminate public notices in newspapers



The Public Notice Resource Center (PNRC) and the Kentucky Press Association filed comments the week of February 28 urging the Environmental Protection Agency (EPA) not to deprive the public of newspaper notices relating to the approval of permits under the Clean Air Act (CAA). EPA is considering notifying the public about CAA permits only on a government website.

MNA and PNRC were joined in the comments by the 42 other organizations representing newspapers and journalists, including the Society of Professional Journalists, that are listed below.

On Dec. 29, EPA announced its intention to reduce the public notice it currently provides in connection with most CAA actions by eliminating the requirement that the notices run in local newspapers near the potential sources of pollution EPA is planning to approve.

“If EPA moves forward with this proposal, it will increase the likelihood that the people who stand to feel the greatest impact from its decisions will be left in the dark until it’s too late,” said Bradley L. Thompson II, president of PNRC. “The Agency’s determination to inform citizens about its plans by posting notices in obscure corners of its website isn’t sufficiently transparent. It is especially unfortunate when pollsters tell us people are suspicious of Washington. Keeping these notices local in places where readers will find them is a good way to combat public cynicism.”

PNRC’s comments note that EPA based its proposal on the mistaken assumption that citizens affirmatively seek public notices and will regularly visit its website to learn about its plans. PNRC also notes that for over 200 years lawmakers have required public notices to be published in newspapers because they offer the best opportunity to reach local, civically-engaged readers who are most likely to have a personal interest in the plans and activities described in the notices.

PNRC is a nonprofit organization that provides research and public education materials on the use of public notice

in newspapers. It is supported by contributions from newspaper organizations throughout the U.S., including members of the American Court and Commercial Newspapers and most state press associations.

For a copy of PNRC’s comments, click the following link to download the document:

<http://www.pnrc.net/wp-content/uploads/2016/02/COMMENTS-ON-EPA-PUBLIC-NOTICE-REGULATION.pdf>

### Organizations joining PNRC comments to EPA

Alabama Press Association, American Court and Commercial Newspapers, Arizona Newspapers Association, Arkansas Press Association, California Newspaper Publishers Association, Colorado Press Association, Florida Press Association, Georgia Press Association, Hoosier State Press Association, Illinois Press Association, Iowa Newspaper Association, Kansas Press Association, Kentucky Press Association, Louisiana Press Association, Maryland/Delaware/DC Press Association, Massachusetts Newspaper Publishers Association, Michigan Press Association, Minnesota Newspaper Association, Mississippi Press Association, Missouri Press Association, **Montana Newspaper Association**, National Newspaper Association, Nebraska Press Association, Nevada Press Association, New Jersey Press Association, New Mexico Press Association, New York News Publishers Association, New York Press Association, Newspaper Association of America, North Dakota Newspaper Association, Ohio Newspaper Association, Oklahoma Press Association, Oregon Newspaper Publishers Association, Pennsylvania NewsMedia Association, Society of Professional Journalists, South Dakota Newspaper Association, Tennessee Press Association, Texas Press Association, Utah Press Association, Vermont Press Association, Virginia Press Association, Washington Newspaper Publishers Association, Wisconsin Newspaper Association, Wyoming Press Association.

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# PEOPLEandPAPERS

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## Lee Newspapers Endowment Fund helps support Montana FOI Hotline

The Montana Freedom of Information Hotline recently received a \$5,500 grant for operating support or unrestricted support from Lee Newspapers Endowment Fund of the Montana Community Foundation.

Since its founding in 1988, the Montana FOI Hotline has relied on donations from Montana news media, individuals and other organizations for funding.

For many years, the National Freedom of Information Coalition supplemented those donations with grants for the Montana FOI Hotline's operating revenue. However, the NFOIC in 2015 suspended its grant program, prompting the Montana FOI Hotline to ask the state's media for additional donations and to seek additional funding from other granting organizations.

The Montana FOI Hotline advocates for keeping the operations of government agencies in Montana open for public observation and participation. It provides free legal advice and assistance to journalists and members of the public facing improperly closed government doors or sealed documents.

Working closely with Darrell Ehrlick, editor of the Lee Enterprises-owned Billings Gazette, the Montana FOI Hotline submitted a grant request to the Lee Newspapers Endowment Fund of the Montana Community Foundation. The money came from a Montana Lee properties' side fund that goes through the Lee foundation. Ehrlick attributed the breakdown of the \$5,500 grant as follows: \$2,500 from the Gazette; \$1,500 from the Missoulian; and \$1,500 from the Independent Record of Helena and Montana Standard of Butte.

"The Lee Newspapers Endowment Fund's generous \$5,500 grant award will allow the Montana FOI Hotline Inc. to continue to provide prompt, professional legal advice to news media and citizens alike as they work to obtain public documents and to observe government in action," said Melody Martinsen, chairwoman of the Montana

FOI Hotline and editor/co-owner of Choteau Acantha Publishing Inc. "This grant will also allow us to complete updating the Access in Montana guide, available on the FOI website, to reflect changes made by the state Legislature and Montana courts since August 2012.

"This is particularly important because the Montana Legislature in 2015 overhauled the state's public documents provisions and the changes are creating some confusion on the part of government officials and journalists. The Access in Montana guide explains those changes, provides proper Montana Code Annotated cites and will be a valuable tool for journalists and citizens as they launch FOI requests.

"We thank the Lee Newspapers Foundation Endowment Fund for recognizing the need for the FOI Hotline and helping to sustain our operation and complete the website update."

To date this calendar year, the FOI Hotline has received \$7,308 from 66 donors, plus an additional \$1,163 for the update project. The \$5,500 grant boosts the Montana FOI Hotline total income for 2016 to \$12,808.

In 2015, the hotline's attorney, Mike Meloy of Helena, answered 226 calls, with 121 from the media and 105 from non-media individuals concerning open meeting and document access issues.



**131<sup>st</sup> Annual Convention**  
**Montana Newspaper Association**  
**June 9 – 11, 2016**  
**Grouse Mountain Lodge**  
**Whitefish, Montana**

# Agenda

## Thursday, June 9

3:00 pm MNA & MNAS joint board of directors' meeting

## Friday, June 10

Morning	Open for relaxation and recreation	
11:00 am	Convention registration opens	Lodge Lobby
12:30 am	Montana Newspaper Foundation golf fundraiser	Meadow Lake Golf Course
	Montana Newspaper Foundation fundraiser event	Outdoor Pavilion
5:30 pm	Social hour	
6:30 pm	Dinner	
7:30 pm	2nd Annual MNF Spelling Bee	
8:30 pm	Live and silent auctions	
9:30 pm	Hospitality suite opens	

## Saturday, June 11

8:00 am	Convention Registration opens	Lodge Lobby
8:00 am	MNAS annual meeting	
9:00 am	MNA annual meeting & election of officers	
10:00 am	Montana Newspaper Foundation annual meeting	
10:00 am	Education session	
11:00 am	Education session	
12:00 noon	Past presidents' luncheon	Continental Divide Room
12:30 pm	Presentation of 2016 Master Editor/Publisher Award and Montana Newspaper Hall of Fame Award	
1:30 pm	Education session	
2:30 pm	Education session	
3:30 pm	Education session	
	MNA Awards Banquet	Continental Divide Room
5:30 pm	President's reception social hour	
6:30 pm	Dinner	
7:15 pm	President's award	
7:30 pm	2016 Better Newspaper Contest Awards	
9:00 pm	Welcome Jacques Rutten, incoming MNA president	
9:30 pm	Hospitality suite opens	



# 131<sup>st</sup> Annual Convention

## MONTANA NEWSPAPER ASSOCIATION

Grouse Mountain Lodge, Whitefish MT - June 10 & 11, 2016



### ATTENDEE Registration

Association Annual Meeting + Member Education + Montana Newspaper Foundation

Please complete for each attendee - print full name and mark box for events attending...thank you!	FRIDAY June 10 Golf Tourney Fundraiser for the Foundation \$125 <small>*includes \$52 donation to the Foundation</small>	FRIDAY June 10 <i>Tie One On</i> for the Foundation Fundraiser Event \$92 <small>*includes \$20 donation to the Foundation</small>	SATURDAY June 11 Master E/P and MT Newspaper Hall of Fame Luncheon \$30	SATURDAY June 11 Better Newspaper Contest Awards and Banquet \$50	<b>Total</b> Registration Per Attendee
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Attendee's Name

_____	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	+	<input type="checkbox"/>	=	\$ _____
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### ORGANIZATION Registration (1 per member newspaper or 1 per associate member)

\$ 295

Newspaper Name \_\_\_\_\_

Associate Member Name \_\_\_\_\_

*No payment is required at this time...*

### Total Registration Fees

(total attendees' fees + organization fee) \$ \_\_\_\_\_

#### Please mail Convention Registration

TO: Montana Newspaper Association  
825 Great Northern Blvd, Ste 202  
Helena MT 59601

or email to Ryan member@mtnewspapers.com



#### Grouse Mountain Lodge

406.892.2525 | info@glacierparkinc.com

#### GLACIER PARK INC.

For group rate, mention "MNA Convention" at time of reservation  
Standard Room for Single/Double \$143 plus tax  
Deadline for Room/Rate Reservation is MAY 9, 2016

# MONTANA newspaper FOUNDATION

In 2015, we had a successful **Round Up for the Foundation!** The generous contributions of financial gifts and participation at last year's Foundation fundraising culminated with the Friday night Foundation fundraiser raising \$12,000 to meet the goal, and doubling the amount from the year before. The impact was immediately celebrated as the Foundation's board of directors doubled the U of M School of Journalism scholarship awards to \$3,000 each for 2016 and beyond.

The challenge for us in 2016 is to again raise \$12,000. With 83 member newspapers and dozens of friends and associates committed to the future of the news publishing industry in Montana, we will undoubtedly meet, and perhaps exceed, that goal. Thank you to everyone for your past support!

This year, in the spirit of the MNA Convention's location and theme of **Bylines and Fly Lines**, you are invited to **"Tie One On"** for the Foundation! We've changed up our schedule and options in order to cast a wide net to bring in support from across the state and to lure in all those attending the convention in order to raise funds needed to advance and sustain the Foundation's scholarship fund.

## 2016 Fall Football Brawl – GRIZ/CAT Game Raffle

- Two tickets to the game
- Two indoor box seats hosted by the Missoulian
- Fan's gear of choice
- 1 night lodging at the Missoula Downtown Holiday Inn (includes Happy Hour gift certificate + Breakfast)

The University of Montana has generously donated the coveted game tickets. Thank you to member newspaper *Billings Times* for donating the printing of this year's raffle tickets. Tickets will be available to newspapers and the general public by April 1<sup>st</sup>. Drawing will be held one week after the MNA convention. Cash donations are requested to purchase lodging and fan gear. Member newspapers can also support the raffle by running an MNA house ad promoting the raffle. Print and digital ads will be available for newspapers March 28. Last year, the raffle raised more than \$2,500. Thank you to all who purchased and sold raffle tickets!

This year's MNA convention schedule will switch up a bit with Friday, June 10<sup>th</sup>, dedicated to the Foundation, while also enjoying the Whitefish and greater Flathead area.

## Golf Best Ball Scramble Foundation Fundraiser

12:30pm - 4:00pm at Meadow Lake Golf Course in Columbia Falls. For those of you hooked on golfing, here's the opportunity to combine your love of the sport with your support for the Foundation! Individuals and teams will be formed for a 9-hole best ball scramble. Registration is \$125 per golfer with \$52 going directly to the Foundation. Greens fees, carts, lunch and round-trip transportation included.

## Foundation Friday

The focus on the Foundation will continue Friday evening, outdoors and under the Pavilion.

- Social Hour and Silent Auction open
- Dinner
- 2nd annual Spelling Bee
- Live Auction



## Silent Auction

Last year's event was supported by many and enjoyed by all in attendance. This year, the silent auction will be spread out across the convention, opening Friday afternoon and closing Saturday night. Sections of the Silent Auction will end at staggered intervals and winners will be announced throughout the night, giving more people chances to get in on the fabulous items generously donated by our members and associates.

## Spelling Bee

Teams of the finest spellers were rounded up last year for the first Foundation Spelling Bee. However, this year's Bee will be open to the audience and *no advance team registration is needed*. Simply opt in the night of and pay to play. Each table will have its own bee keeper. Spellers will pay \$10 per round to participate. Complete rules will be available in advance and at the beginning of the Bee. A single Montana Newspaper Foundation Spelling Bee Champion will be crowned.



## 2015 MNF Spelling Bee Champions "Gudest Spellurs"

Tyler Miller,  
*Independent Record*,  
Dave McCumber,  
*Montana Standard*,  
Greg Lemon,  
*Independent Record*

**Other really good spellers in 2015:** *Matt Bunk, Jacques Rutten, Darla Downs, Tristan Scott, Dillon Tabish, Justin Franz, Dick Crockford, Janet Bublitz, Chad Knudson, Lynne Foland, Matt Gibson & Heidi Starrett.*

Please plan to support the Foundation's scholarship awards and education programming. Donations of auction items unique to your communities are especially valued, however, cash is also leveraged to raise funds and create an enjoyable experience for members and guests. Most of all, we hope you will join us in celebrating on Foundation Friday. Register for Friday's events along with your other convention activities.



# SALES and MARKETING

## Statewide Advertising 2016 Update

The MNA Statewide Advertising Programs, SCAN and SDAP, continue to grow with two new member newspapers joining the network this quarter. Welcome newest members to the network: Helena Independent Record and Montana Standard (Butte)! And, congratulations to Independent Record Advertising Director, Stephanie Bull, and her team for selling a 2x6 statewide ad the first week they officially participated.

Statewide **CLASSIFIED** Advertising Network (SCAN)  
65 members | 167,000+ distribution

Statewide **DISPLAY** Advertising Program (SDAP)  
60 members | 161,000+ distribution

Both SCAN and SDAP programs continue to be an effective tool for your advertisers to extend the reach of their brand and messages. It's cost-effective at less than \$2.30 per newspaper for a SCAN ad and less than \$7.00 per newspaper for an SDAP ad. Frequency discounts and bundles save even more!

Weekly insertion orders and ad copy are now being made available directly from the MNA website [www.mtnewspapers.com](http://www.mtnewspapers.com). From the homepage, select Members in the menu to the left, then scroll down and select Ad Copy & Insertion Orders - Statewide Advertising. No login or passwords needed. The files are available in both Word and PDF files to open, save, download, etc.



This change was made to streamline the process and allow your newspaper staff to access orders and ads 24/7 via the Internet. Weekly orders and ad copy are also available via the MNA FTP site. We welcome your feedback and ask that you inform the MNA office if you have any difficulties with the new process. Call Ryan or Kev at 406-443-2850. A list of current participating network members, rates and information is available on the MNA website under the Services section.

## DIGITAL Statewide Advertising is live

The newest addition to the statewide advertising programs was driven by readers and advertisers requesting digital format for classified advertising. Research continues to show that about half of readers do so for the news and informational content; the other half for the advertising, specifically classified. A statewide digital advertising offering creates value for both readers and advertisers. To be responsive and relevant, MNA is pleased to offer both SCAN and SDAP ads in digital format for online access and viewing. The ads are currently accessible by clicking on the link on the MNA website [www.mtnewspapers.com](http://www.mtnewspapers.com) homepage, lower right corner.



The next step in expanding statewide advertising to the worldwide web audience is for participating member newspapers to place/embed the **STATEWIDE ADVERTISING** icon and link on their newspaper's website homepage. Instructions will be sent out via e-mail and also available on the MNA FTP site. Newspapers are asked to have the icon and link placed and working by April 1. For assistance, contact Ryan or Kev at the MNA office.

Here's an example of the *Choteau Acantha* website homepage and Statewide Advertising link:



There are three sizes available for the icon: 300x90, 160x48, and 120x36.



Visit <http://www.mtnewspapers.com/statewide-classifieds/> on your desktop or mobile device to view this week's digital ads.

# ADVICE from the EXPERTS

## 'Scoop'

allows reporters to search government databases in less time

By Adreana Young, Editor & Publisher



Bill Hanks, founder and CEO of Scoop

Journalists, have you ever spent hours searching through federal court websites or government databases for a story? What if you could use a website that could cut that time down to just mere seconds? That's what Scoop promises to do. Launched last year in March, the free website currently searches through the databases of the United States Patent and Trademark office, the Securities and Exchange Commission and most of the federal court websites.

Founder and CEO Bill Hanks said the idea behind Scoop is to help reporters find out about news before it's news. Hanks, who previously worked at Bing, said as he watched some of his reporter friends spend hours searching through databases, he realized there was a "search problem."

"It's really time consuming for a reporter to dig into information on certain companies, the Patent office and databases," Hanks said. "Most vehicles to find this information don't track (information) and there's no way to set an alert. Scoop does the work for you."

To use Scoop, simply type in the subject you're looking for in the search bar and the most recent government documents, court filings or other information relating to that topic appears. But Scoop does more than just search through time consuming databases. The site also allows registered users to set alerts for a topic or company; if new information is posted, you'll get the information first.

According to Hanks, they continue to add to the site's functionality and search results. They hope to add filtering by geographic locations, industry and topics, and include updated databases from the U.S Patent and Trademark office, the Federal Communications Commission, the U.S. Food and Drug Administration and more.

They're also developing a feature that will allow Scoop to not only assist reporters in accessing documents quickly, but assess the newsworthiness of them as well. Soon, Scoop will be able to use a small layer of intelligence to decipher how newsworthy a document is or isn't and alert registered users, saving even more time for busy reporters.

Today's media industry is suffering from information overload, and Scoop is a way to cut through all of the noise. While general search engines like Google or Bing play a major role in the industry, Hanks said Scoop provides a focused experience for journalists. When E&P spoke with Hanks, he said Scoop had 1,730 registered reporters using the site.

For more information, visit [scoop.com](http://scoop.com).

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Montana  
Newspaper  
Foundation by  
requesting our  
customized  
license plate.**

