Planning Retreat Summary

Perhaps the most telling moment of the Montana Newspaper Association’s April strategic planning retreat at the Double Arrow Resort in Seeley Lake came when a real estate group, intrigued by the charade-style game we had going, ditched their table in the bar to hang out with the newspaper people in the lobby.

With Silver State Post Publisher Tom Mullen on his knees portraying Bambi, and Dillon Tribune Publisher Dick Crockford fashioning his necktie into a headband for a Deer Hunter-inspired tribute to Christopher Walken, we were the fun crowd. We were loose, nervy, and readily laughing at jokes that would normally be too stupid for the proverbial eighth-grade reader. We made newspaper work look like a hoot.

There’s no reason it shouldn’t be.

After a couple of difficult years coming to grips with declining advertising revenue, the MNA is poised to inaugurate a new, more gratifying era for its members. If we get it right, each member should feel better served, more deeply appreciated, and justifiably proud of our affiliation. But the necessary adjustments won’t come easily. We’ll have to be loose enough to try some different approaches, nervy enough to think they’ll work, and confident enough to shrug off potential missteps.

The planning session, which included some two-dozen MNA leaders and stakeholders, generated a wealth of ideas to propel the association into the future and also helped identify some fundamental concerns. Not surprisingly, participants agreed that we can do better in almost every service area, but we’re challenged by our business template. Simply put, the association cannot continue to rely on its present advertising activities for the lions’ share of its revenue. We must find new sources of funding and probably lean more heavily on dues.

From my perspective as association president, it’s equally clear that we have to make some basic choices about our service priorities as well. Presently, the association’s day-to-day operations are dominated by advertising-related activities. But it’s not clear those activities deliver terrific value to the members. They merely sustain the association. Some members, I realize, put a very high priority on the ad placements. But the primary beneficiaries are the large dailies, and their real interests seem to lie elsewhere. In fact, I’d say most of the members, including the large dailies, are more concerned with the association’s role in government relations, professional development, and community outreach than any ad placements they receive. I foresee that we’ll need to make some gutsy decisions to better align our activities with the members’ genuine aims.

The work done during the strategic planning will set the table for those decisions. Over the next few months, the board of directors and the members will receive input from several committees charged with re-thinking our revenue model, strengthening our political arm, enhancing our educational activities, improving our marketing, and stepping up our overall communication strategy. Those recommendations should knit together into a new cloth that makes us look a lot better at everything we do. And as our confidence in the association grows, then some really positive things can happen—for the members, for our staff, and for our industry.

For instance, people might start admiring us more and seek our favor, because we’re so plainly having a great time. Come to think of it, I’ve already seen something like that happen.

“I foresee that we’ll need to make some gutsy decisions.”

— MNA President, Matt Gibson, Missoula Independent
**Sue and John Talbot of Missoula receive Honorary Doctorates of Humane Letters from University of Montana during May 18 Commencement ceremonies**

The Talbots earned the honor for their constant efforts to enhance educational opportunities for UM students and their tireless efforts in the Missoula community and Montana.

“John and Sue have worked hard to make the University a better place, and their efforts will pay dividends for generations to come,” UM President Royce Engstrom said.

Sue is the daughter of Don Anderson, the longtime newspaperman who became the namesake for UM’s Don Anderson Hall journalism building. She earned an undergraduate degree from Radcliffe College in 1952 and a master’s from UM in 1980.

Sue taught French in Virginia, Billings and Missoula and was the honorary French consul in Montana for many years. She also chaired the United Way Campaign Committee, the Missoula Youth Homes board, the Montana Arts Council, the Montana Community Foundation and the Governor’s Task Force on Philanthropy.

**MNA Calendar**

**MAY**

31  2012 MNA Convention Registration Deadline

**JUNE**

13  MNA and MNAS Board of Directors Meeting
    Holiday Inn/Downtown Missoula

13-15 128th MNA Convention “Meet Us in Missoula!”
    Holiday Inn/Downtown, Missoula

14  Deadline to submit articles for June Press Pass

15  MNA and MNAS Annual Meeting and Election of Officers
    Holiday Inn/Downtown, Missoula

15  Presentation of BNC Awards at MNA Convention

**JULY**

1  Deadline to comply Legal Advertising Requirements, “Sworn Statement of Circulation” must be filed with County Clerk & Recorder in county of publication prior to July 1.

19  Deadline to submit articles for July Press Pass

**AUGUST**

16  Deadline to submit articles for August Press Pass

**SEPTEMBER**


13  Deadline to submit articles for September Press Pass

20  MNA and MNAS Fall Board of Directors Meeting - Butte

**OCTOBER**

17-19 Institute of Newspaper Technology - newspaperinstitute.com

18  Deadline to submit articles for October Press Pass

*CONTINUED ON PAGE 6*
Arlington, Va. – More than eight in 10 adults – 81 percent – took action in the past month as a result of seeing a newspaper ad, new research from the Newspaper Association of America shows. More than half made an actual purchase.

“How America Shops and Spends 2013,” conducted for NAA by Frank N. Magid Associates, measures patterns of behaviors in U.S. consumers, including advertising media usage for shopping and purchasing, the role of newspaper media in purchase decisions, the use of preprints and coupons, and online shopping actions.

“This research reaffirms the power of newspaper advertising to engage consumers, and what’s more, its ability to drive them to take action,” said NAA president and CEO Caroline Little. “Consumers live in an advertising-saturated world and advertisers want to reach consumers who actually see their ads and engage with them. As this research once again confirms, newspaper media do just that. Newspaper media help advertisers cut through the clutter and influence consumer shopping decisions.”

“How America Shops and Spends 2013” reveals several key trends in U.S. shopping patterns that are important for advertisers to consider, including:

- Newspapers ranked first or tied for first place in seven of 12 benefit statements related to advertising platforms, with the top three being “you check for your regular shopping,” “most valuable in planning shopping” and “most believable and trustworthy.”
- Print newspapers scored highest at 62 percent out of 19 advertising sources used by survey participants to plan shopping or make purchasing decisions in the last seven days. When combined with newspaper websites, the net number totaled 66 percent.
- Survey participants who self-identified as nonreaders of newspapers nevertheless reported using them. Three of the top five actions from a list of 13 related specifically to advertising: clipping a coupon (16 percent), checking sales in local stores (16 percent) and comparing prices for items they intended to purchase (12 percent).
- Nearly nine out of 10 – 86 percent – of those who used online circulars also took some action as a result of a print newspaper insert in the past 30 days.

Keep it simple
The message of an ad

BY KATIE MORRISON
OUTLAW PARTNERS OPERATIONS DIRECTOR

In ad messaging, the rule of thumb is to keep it simple. The first goal of an advertisement should be to create an emotional response from a consumer to a product, service, or message.

Think of the Got Milk? campaign. Rather than an ad describing the health benefits, the taste and the origin, it focused on two things: the product and the consumer. In those two words, it created a direct relationship with a simple question.

The second goal should be to incite action. This doesn’t need to be done through a lot of text; in fact, in our short attention span world, it’s better done through subtle cases. Got Milk? minimizes the reader should have milk without overtly saying so.

Third, ads should limit the messaging, as to not confuse the consumer. Using the same example, if the ad campaign said, “Got milk, butter, cheese, yogurt and ice cream?”, it wouldn’t have the same impact as would have lost the consumer on the second item.

While not every product or service is so universally known to warrant such brevity, the infographic at right has some questions and suggestions to consider when advertising, to keep your message clear.
Better than recycled: a new day for newsprint

Stephanie Pressly, the publisher of the Bozeman Daily Chronicle recently wrote that the Chronicle does not use recycled newsprint for the newspaper. Recycled paper is no longer the environmental standard for the industry. The Chronicle’s newsprint suppliers don’t use whole trees, but wood chips. 10 tons of chips create 10 tons of paper. The Chronicle uses about 1,000 metric tons of paper per year. Both of the Chronicle’s newsprint suppliers are certified by the Sustainable Forestry Initiative (SFI), the prevailing environmental standard. SFI is an independent, non-profit organization responsible for maintaining, overseeing and improving a sustainable forestry certification program that is internationally recognized as the largest single standard in the world.

Century-old newspapers give glimpse into Huntley Project of the old days

“Thousands of new subscribers are wanted by the Huntley Journal”—so starts an ad in the publication that spread the news to residents of the Huntley Project 100 years ago.

The ad continues, “We are going to give a fine horse to the person who secures us the largest number of paid in advance subscribers” at the current rate of $1.50 per year.” The ad is on page one in a newspaper dated Sept. 6, 1912, one of many discovered among the late Don Erb’s collectibles by Don’s son Steve and his family.

Although the newspapers are fragile and prone to crumbling, a glance at the front page of each edition gives an overview of life on the Project. Stacy Erb said it is up to Steve and his brother to decide what to do with the newspaper collection.

Digital subscriptions boost newspaper circulation revenue

Circulation revenue for daily newspapers grew in 2012 for the first time in a decade as more people paid to subscribe to digital editions, according to data compiled by the Newspaper Association of America. Newspapers generated $10.4 billion in circulation revenue in 2012, a 5 percent increase over the previous year. It was the first gain since 2003, as more consumers read newspaper content on desktops, tablets and cell phones.

“America’s newspaper media are transforming themselves,” said Caroline Little, NAA president. “In virtually every community they serve, newspapers have the biggest newsrooms, the best-known brands and significant audience market share. Now they are building on those to find new ways to serve audiences and local businesses.”

Revenue for ads on mobile devices—seen by advertisers as the next frontier—doubled in 2012. The industry collected $2.9 billion from niche and direct-marketing publications, and $3 billion from new revenue sources, including event marketing, e-commerce and advising local businesses on how to market their products and services.

The NAA compiled its data from information supplied by 17 newspaper companies that represented 40 percent of daily newspaper circulation in the U.S. and half of the revenue.

Calling folks is part of her new calling

Debi Fuller has joined the staff of the Philipsburg Mail and Silver State Post. The new staffer helps out with various internal operations of the paper ranging from getting papers in the mail to keeping advertising logs. She also types up the archives, helps new subscribers and helps resolve delivery issues. “I always try right away to solve their issues or their concerns,” Fuller said. “Obviously they value their subscription… I try to get back with them right away to assure them it’s being handled.”

Herald announces Arrowsmith as publisher

Robert Arrowsmith has been selected by Wick Communications to succeed Libby Berndt as publisher of the Sidney Herald.

Arrowsmith is an honor graduate from Plano East Senior High School in Plano, Texas. He studied economics at Texas Lutheran University in Seguin, Texas. He has most recently been circulation director at Clovis Media Inc., a small group of newspapers in eastern New Mexico. Prior to that he was circulation director and management trainee at the Williston Herald from 2007 until March 2012. He also has newspaper experience in Vermont, Alaska and Texas.

“My wife and I look forward to returning to eastern Montana, and I am extremely happy to have the opportunity that the Sidney Herald and the community present,” Arrowsmith said.

Ranger welcomes new reporter

Dave Johnson recently joined the staff at the Ranger-Review in Glendive. Johnson is a native of Sacramento, Calif., where he was raised and spent most of his life.

Johnson is a graduate of California State University-Sacramento. He earned his bachelor’s degree in English. He later returned to get a master’s degree in social work.

Johnson has spent most of his adult life as a social worker, working for approximately 20 years in the Sacramento area. Family ties have brought him to Montana. Johnson said after living most of his life in bustling Sacramento, he is enjoying the slower, more relaxed pace of life in Glendive.

May 24, 2013
Great Falls Tribune presents 2012 awards for outstanding efforts

Champion of the Year, Karl Puckett, Reporter
Inside Salesperson of the Year, Ginelle Ward, Classified Account Executive
Advertising Executive of the Year, Holly Kopeikin, Key Accounts Executive
Circulation Salesperson of the Year, David Diveley, Circulation Sales Representative
Unsung Hero, Viv Hunter, Business Office Manager
Unsung Hero, Josef Roberts, Customer Service Representative
Unsung Hero, Erin Madison, Reporter
Unsung Hero, Amy Thomas, Production Coordinator, River’s Edge Printing

2012 Champion of the Year Nominees
♦ Angela Cornett, Classified Sales Representative
♦ Rich Ecke, Viewpoints Editor
♦ Jesse Geleyse, Sports Reporter
♦ Dave Neagle, Imaging Representative
♦ Karl Puckett, Reporter
♦ Ben Redford, District Manager
♦ Scott Sanford, Ad Traffic Manager
♦ Allison Squires, Online Editor
♦ Terri Vanlieshout, Customer Service Representative

Employees recognized as leaders in new initiatives successfully launched bringing change and improvements

News
♦ Tiffany Aldinger
♦ Jo Dee Black
♦ Nick Daniels
♦ Rich Ecke
♦ Scott Mansch
♦ Matt Ochsner
♦ Scott Sanford
♦ Allison Squires
♦ Amie Thompson
♦ Scott Thompson

Consumer Sales
♦ Joe Addy
♦ Lou Dewaele
♦ Melissa Graham
♦ Billy Masters
♦ Dayna Vik

River’s Edge Printing
♦ Greg Black

Advertising
♦ Grant Bebee
♦ Carrie Gregory

Pair preserve history recorded in school publications

Tobacco Valley historian Darris Flanagan and Lincoln County High School librarian Evelyn Bergstrom have compiled, scanned, and posted 3,300 pages of LCHS student newspapers from 1946 through the early 1970s. Between 1942 and 1960 the Tobacco Valley didn’t have a community newspaper, so in 1946 the LCHS student newspaper advisor, Don Boslaugh, decided his students could take up the slack. The student stories included logging stories, hunting stories, car wrecks, robberies, commentary on the Korean War and predictions about using the Kootenai River for irrigation purposes. “There are just some really interesting articles,” Flanagan said.

*The Evergreen* was published every two weeks and distributed around Eureka in various stores for five cents a copy.

The newspapers can be accessed by a link on the LCHS library’s web page or online through the Montana Memory Project.

Man found guilty of attacking Chronicle deliveryman

Mark Nichols White, the man who attacked Bozeman Daily Chronicle deliveryman Mark Ward with a knife in 2011 will be sentenced on June 17 after he was convicted of felony assault with a weapon. Mr. Ward suffered multiple injuries to his face, including a knife cut on his right cheek during the attack. Video surveillance from Darlinton Manor, an affordable housing complex located on North Fifth Avenue in Bozeman, showed White attacking Ward inside the building and continuing outside. The maximum punishment for felony assault with a weapon is 20 years in prison, a $50,000 fine or both.

IR Publisher announces departure

The Helena Independent Record, Montana Standard in Butte, and the Mini Nickel in Bozeman announced in early May the departure of their regional publisher, Randy Rickman. Rickman came to the IR and Standard in May 2009 from the Hanford (Calif.) Sentinel.

Rickman was with Lee Enterprises, the Independent Record’s parent company, for nearly 20 years before leaving to join the Hanford paper in 2003. He returned to Lee when the Davenport, Iowa-based firm purchased the Sentinel in 2005.

A search for a new publisher will start immediately, said Nathan Bekke, group publisher for Lee Enterprises and publisher of Casper Star-Tribune Communications.

Director’s Note: Randy Rickman recently resigned from the MNA Board of Directors and position of First Vice-President. I appreciate the support and leadership Randy provided the MNA. Tom Eggensperger, Sanders County Ledger, has graciously advanced to the MNA First Vice-President position.

Cream of the crop

Great Falls High students Haley Mills, yearbook editor, and Jordan Purinton, newspaper editor, won major student...
PEOPLE and PAPERS

journalism awards recently at the semiannual National High School Journalism Convention, sponsored by the National Scholastic Press Association and the Journalism Education Association.

Purinton is editor of the Iniwa, GFH’s student newspaper. His portfolio included his work in photography, writing, design and an essay about what journalism means to him. Also at the convention, the Iniwa received best of show for nine-to 12-page, broadsheet newspapers.

The Roundup, the GFH yearbook, placed second in the best of show competition for yearbooks 225 to 274 pages. Mills was among the 1,482 students of the 4,800 attendees who competed in write-off competitions at the conference. She scored an excellent in literary magazine layout.

GFH’s Zoie Koosra also won an excellent in student life yearbook writing. Honorable mentions went to Leesa Spragg in advertising, Kristen Hanning in newspaper layout and Jillian Wiggers in yearbook sports photography.

Preserving the press

Volumes of historical copies of newspapers in the Ravalli County Museum’s vault are just a portion of the historical documents and maps that museum officials are hoping to someday preserve for future generations through the magic of the digital world.

“We are trying to digitize our archival material,” said Ravalli County Museum Board President Dan Rothlisberger.

A $5,000 grant from the Annie Maclay Leffingwell Foundation has helped the museum begin to move forward with the beginning stages of planning, inventory and the knowledge it will need to get the job accomplished.

Former museum volunteer, Tara Gallagher, has signed on as project leader for the effort. She is busy making an inventory of all the newspapers and documents.

Beyond the paper documents, Rothlisberger said the museum is also making a push to preserve the hundreds of videos and motion films onto a digital format.

“We would like to convert all the video history that we have accumulated over the last 40 years,” he said. “If we don’t bring that material into a format that can be accessed by the public, then what good are they?” Rothlisberger said.

Sue and John Talbot CONTINUED FROM PAGE 2

“We feel fortunate to live in a community with such a fine university that has offered us so many years of intellectual stimulation and pleasure,” Sue said.

John graduated from Harvard College in 1951. He worked for the Central Intelligence Agency in the 1950s during the early years of the Cold War. He then was employed by Trans World Airlines at the time of introduction of jet aircraft to airline service.

Most of his career was with Lee Enterprises, a company mainly focused on newspapers and commercial television. He ended his years with Lee in Missoula as publisher of The Missoulian. In 1986, he developed and taught a course in news media management at UM’s School of Journalism. He taught the course until 2002.

John was presented the Master Editor and Publisher Award by the Montana Newspaper Association in 1994.

John and Sue played a major role in fundraising for UM’s Don Anderson Hall, which provided a new home for the journalism school after it was dedicated in May 2007. They also have been longtime supporters of the UM College of Visual and Performing Arts, as well as the arts in Montana generally.

They are extremely active in the Missoula community, including serving more than 20 years on the board of Five Valleys Land Trust. Among many other activities, they have served on advisory boards for both UM’s School of Journalism and School of Fine Arts.

In his nomination letter, former UM journalism Dean Jerry Brown wrote, “I have never known two people who did more for their fellow citizens and asked less in return. Their humility is as genuine as their engagement in endeavors to improve the social and economic environment and to enrich the lives of others.”

Nutting elected chair of NAA

Robert M. Nutting, president and CEO of Wheeling, W.Va.-based Ogden Newspapers Inc., has been elected as the Newspaper Association of America’s next chairman. The gavel was passed to Nutting by last year’s chairman, James M. Moroney III, during NAA mediaXchange 2013 held April 14-17. Moroney, publisher and CEO of the Dallas Morning News, will continue to serve on the NAA Board of Directors as immediate past chairman.

Nutting is only the fourth person to lead Ogden Newspapers—a family-owned diversified media company—in its 122-year history. In addition, he serves as chairman of the Pittsburgh Pirates. He is a past president of the West Virginia Press Association. He is passionate about environmental conservation, supports various environmental programs, and serves as vice chairman of The Nature Conservancy’s West Virginia chapter.
In Memoriam

Randy Kilwein passed away on April 20, 2013. Those who knew him remember him as a gentle soul always willing to lend a hand, a tireless worker who didn’t mind doing the dirty work and a miracle worker when it came to fixing a computer.

Randy was born on Sept. 4, 1958. He began his 22-year career with the Independent Record in 1990. His first position was in the mailroom, but he quickly was promoted to the pressroom. He always had an interest in computers and fixing things. When a computer technician position opened up, Randy moved into the position that some of his friends and co-workers considered “his calling.”

Photographers win MNA Dean Stone scholarships

Two promising photographers, both with their own businesses, were the happy recipients of the Montana Newspaper Association’s annual scholarships for students attending the University of Montana’s School of Journalism. The awards were presented at the school’s annual Dean Stone Awards Banquet on April 29.

The MNA’s $1,500 Pat Burke Memorial Scholarship went to junior Hunter D’Antuono, a native of Baltimore, Md., who moved to Hamilton, Mont., as a youngster.

A top student who was home-schooled, Hunter started his own photography business, 46th Parallel Photography, by selling photos at Hamilton’s farmer’s market. Since then his work has appeared in the Montana Kaimin, the Ravalli Republic and Montana Outdoors magazine.

The association’s $1,000 Dean Stone Scholarship went to sophomore Sarah Van Nortwick, who hails from Palmer, Alaska. She’s a promising photojournalist who transferred to UM last year from the University of Alaska-Anchorage. She’s studied at the Rocky Mountain School of Photography and does commercial portrait and wedding photography on the side. She’ll be adding photojournalism to her resume over the next two years.

“Heart and Sarah are great students who will do the MNA proud,” said Professor Dennis Swibold, chairman of the school’s print and photo departments.

“As always, we’re grateful to the MNA and its foundation for their support of journalism education in Montana. It’s been a long and fruitful partnership.”

honoring the winners of the Better Newspaper Contest

Saturday, June 15, 2013
Cocktails & Dinner starts at 5:30 p.m.
Awards at 7:30 p.m.

$75/newspaper +$8 per person
RSVP to Linda Fromm, 443-2850
mтомgr@mtnewspapers.com
by May 31, 2013

{ben’s friends}

-- An eye for an eye only ends up making the whole world blind.
-- A goal without a plan for achieving it is just a wish.
-- Grandchildren are a parent’s best revenge.
-- Everything is funny as long as it is happening to somebody else.
Agenda
128th Annual Convention
Montana Newspaper Association
Holiday Inn/Missoula Downtown

Thursday, June 13

3:00 p.m.  MNA & MNAS Board of Directors’ meeting
7:30 p.m.  Trippons Hospitality Suite opens

Friday, June 14

8:00 a.m.  Registration opens
8:00 a.m.  9 holes of golf at Larchmont Golf Course
12:00 noon  Past Presidents’ Luncheon
12:30 p.m.  Master Editor/Publisher Awards
  Presented to Libby Berndt, Sidney Herald and Dan Killoy, Miles City Star
1:45 p.m.  University of Montana School of Journalism tours
  & 2:45 p.m.  Presented by Dennis Swibold
1:45 p.m.  Montana Freedom of Information Inc.
  Presented by Melody Martinsen, Choteau Acantha and Mike Meloy, Meloy Law Firm
2:30 p.m.  Montana Attorney General, Tim Fox
3:45 p.m.  Buses leave for the Daly Mansion in Hamilton
5:00 p.m.  Tour the Daly Mansion and enjoy a cocktail
6:30 p.m.  Dinner and Montana Newspaper Foundation auction
10:00 p.m.  Trippons Hospitality Suite opens

Saturday, June 15

8:00 a.m.  Registration opens
8:00 a.m.  Associated Press member breakfast
  Presented by Jim Clarke
Saturday, June 15 (Continued)

9:00 a.m.  MNA & MNAS Annual Meeting
           MNA Election of Officers
           MNAS Election of Officers
10:00 a.m. Montana Newspaper Foundation Annual Meeting
11:00 a.m. Trippons – Coupons that Travel with You
           Presented by Kim Lugthart
12:00 noon Awards Luncheon
12:45 p.m. High School Journalist of the Year Award
           MNA President’s Award
1:00 p.m.  Montana Governor, Steve Bullock
2:30 p.m.  Montana Historical Society, Digital Newspaper Archiving
           Presented by Tom Cook and Christine (Tina) Kirkham
3:30 p.m.  What’s Working in Digital Publishing
           Presented by Kyle Rickhoff, Billings Gazette
5:30 p.m.  President’s Reception
6:30 p.m.  MNA Awards Banquet
7:30 p.m.  Better Newspaper Contest Awards
           Presented by John Engen
9:30 p.m.  Trippons Hospitality Suite opens
**128th Annual Convention**

**Montana Newspaper Association**

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**Friday Foundation Dinner & Auction**
- Daly Mansion
- $98

**Saturday Lunch & Awards**
- $27

**Saturday Better Newspaper Contest Awards & Banquet**
- $48

**Total Cost**

This Person

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Add one-time convention registration fee: **$75**

Total registration (add Total Cost all persons + $75 registration fee) **$_______**

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**Sleeping Room Reservations**

A block of rooms has been reserved at the Holiday Inn/Downtown, 200 South Pattee St. in Missoula.

Room rate is $98/night + accommodations tax, single or double occupancy.

**DEADLINE TO RESERVE ROOMS:** Sunday, May 19, 2013

Call 1-800-399-0408, ext. 515 OR reserve via email to: reservations@himissoula.com. Be sure to identify yourself as being with the Montana Newspaper Association in order to receive the group rate.

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**CONVENTION REGISTRATION DEADLINE:** Friday, May 31, 2013

Return this form to MNA, 825 Great Northern Blvd., Ste. 202, Helena, MT 59601; fax to (406)443-2860 or email Linda Fromm: mtomgr@mtnewspapers.com. For questions, contact Linda at 800-325-8276 or (406)443-2850.

Payment enclosed ____ Please bill me ____ Credit Card #: ___________________________ Exp. _______
... for the Montana Newspaper Foundation

Auction!

The annual auction is a great way to have fun while ...

• helping to foster and assist in the development of educational programs in the State of Montana

• helping to sponsor seminars, workshops, research projects and programs on subjects pertaining to the improvement of Montana newspapers

• helping to provide financial assistance for continuing professional education of people involved in Montana newspapers

• helping to provide scholarships and internship grants for students of journalism, advertising and related fields of study

At least 25 items, worth $10 - $100 or more, are needed to make this annual fundraiser a success. All proceeds go to the Montana Newspaper Foundation.

Count me in! I will donate the following item(s):

____________________________________________________________________ Value $_______
____________________________________________________________________ Value $_______
____________________________________________________________________ Value $_______

Contributing newspaper/ Associate Member: __________________________________________________________

I will bring auction item(s) to convention _____ I will mail item(s) to the MNA office ______
I would like a receipt for the value of my tax-deductible donation(s) ______

Please return this form by May 31, 2013.

Fax to: (406)443-2860; email to: mtomgr@mtnewspapers.com or mail to MNA, 825 Great Northern Blvd., Ste. 202, Helena, MT 59601

Call Linda Fromm at (406)443-2850 or (800)325-8276 (in MT) with questions.