Montana Journalism faculty member Dennis Swibold recently spent two weeks teaching a graduate journalism seminar at the Shanghai International Studies University in Shanghai, China.

His seminar focused on American politics, the press and the relationship between the two. Swibold started with the history of the press in the U.S. and how it has evolved.

After the first week of answering questions about professional journalism and the role of the press in political coverage, he then dove into press coverage of U.S. Presidents.

“I took them through the Pentagon Papers and the Watergate scandal so they could see the whole tradition of U.S. media of criticizing and questioning authority. They were fascinated by it!,” Swibold said.

His class was also interested in seemingly-mundane topics like how American journalists are allowed to cover courts and how Congress works. Swibold pointed out that China has less press freedom, and the students are not permitted to report on the Chinese government.

They were also interested in race in American politics and covering controversial issues like Obamacare.

“Some of them knew quite a bit of the facts,” he said. “They didn’t have a sense of how it all fit together and I think maybe I provided that.”

Swibold learned a lot about the Chinese government and press system while he was there, and notably the strict media laws. When he tried to show them a Frontline documentary, access was blocked, so one student was able to find the video on an unblocked British site.

“They are incredibly creative at getting what they really want but they don’t know what’s out there,” he said. Despite the limited press, Swibold stresses that the students are proud to be Chinese and proud of their government, saying leaders can take action when necessary.

This summer, a dozen SISU students will come to UM in July. Swibold and Professor Emeritus Clem Work are teaching a month-long workshop on local-level American journalism. The program will also feature job-shadowing with Missoula journalists and side trips to Yellowstone and Glacier National Parks.

Swibold and the School of Journalism hope more student and faculty exchanges are in the future.

“I had wonderful experiences with the faculty at this school, and the students were just great. They were sending me emails after I left and I was only there for two weeks!”
MISSOULA - During his lengthy career with National Public Radio, Larry Abramson has covered the fall of the Berlin Wall, chronicled the recovery of New Orleans schools after Hurricane Katrina and analyzed civil liberties turmoil after 9/11.

His next adventure: leading the University of Montana School of Journalism as dean.

Abramson, formerly the national security correspondent for NPR in Washington, D.C., was selected for the position after an extended national search. He will begin his new UM duties July 1. He will replace Denise Dowling, the radio-TV associate professor who has served as interim dean since August 2012.

“Given his range of experience in journalism, I am confident that he will successfully lead UM’s journalism school into the future,” UM Provost Perry Brown said.

“It’s exciting to get someone with the breadth of Abramson’s experience in that post as the journalism school celebrates its centennial year.”

Abramson started as national security correspondent in 2012, and he served as NPR’s Jerusalem correspondent in 2013. He was the NPR education correspondent from 2006 to 2011 and NPR senior editor from 1990 to 1997.

In the 1990s, he designed and oversaw the NPR Diversity Initiative, a program to bring more young, minority journalists to public radio. As an educator and teacher, he has designed workshops on radio journalism and reporting ethics.

His accolades include a 2007 Education Writers Association award for a series on reform efforts at Northwestern High School in Baltimore, a 2004 “Cylab” award for coverage of cybersecurity issues, a 1994 Education Writers Association award for a series on Taft High School in Chicago and a 1991 Unity Award for “Crews,” an examination of Latino gangs in New York City.

MNA Calendar

May

26 Memorial Day, MNA office will be closed
26 Deadline to apply for the Follow the Money reporter training: http://beta.followthemoney.org/media-room/mccormick-sri-workshop
31 Last print edition required to be mailed to the MNA office

June

3 Montana primary election
8 Deadline to download embedded code and flash for debate live stream
12 MNA and MNAS Board of Directors Meeting, Butte
13 -14 129th Annual Convention opens, Best Western, Butte
13 Montana Newspaper Foundation Annual Banquet and Auction, Campus of MT Tech, Butte
14 MNA and MNAS annual meeting and election of officers, Best Western, Butte
14 Montana Newspaper Foundation annual meeting, Best Western, Butte
14 MNA & MT PBS hosted debates, Campus of MT Tech, Butte
14 Presentation of the 2014 MNA Better Newspaper Contest Awards, Mining City Center, Butte
27 Deadline to submit articles for the June Press Pass

July

1 Deadline to submit a sworn statement of distribution to the county clerk and recorder
4 Independence Day, MNA office will be closed
18 Deadline to submit articles for the July Press Pass
ANDI & NATHAN BOURNE: Co-Editors & Publishers, Seeley Swan Pathfinder

PERSONAL Stats

Born: Nathan was born in 1979 in Great Falls, Montana. Andi was born in 1980 in Fargo, North Dakota.

First Newspaper Job: Purchasing the Seeley Swan Pathfinder in December 2012.

Family: Married for five years with an eight-month-old golden retriever named Stihl.

Education: Andi graduated with a Bachelor of Arts degree in Wildlife Biology from Concordia College in Moorhead, Minn. and a Master of Science degree in Rangeland Ecology and Management from the University of Idaho in Moscow, Idaho.

Community involvement and diversions:

In the summer, we love to hike and fish in the Mission Mountains and Bob Marshall Wilderness. In the winter, we take to the snowmobiles and cross-country skies to get out and explore. Andi works in the schools helping teach music and with a local youth group.

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

Nathan started a custom cabinet shop, Sawyer Creek Woodworks, in 1999 that he still operates today. Nathan’s small business experience gave us the confidence to be able to run the Pathfinder from a business perspective.

After ten years of chasing fire as a wildland firefighter, Andi was ready for a change. When the opportunity presented itself to purchase the local newspaper, we thought it was an excellent opportunity to continue the service in our community. With Andi’s writing and computer skills and experience working with various government agencies and public groups, we took the gamble that we could learn what we needed to along the way.

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

We run the paper from a reader’s perspective. We don’t have formal training or “This is the way it has always been done” mentality. We listen to our readers and have expanded based on their recommendations.

Nathan has been a resident of Seeley Lake since he was five years old. His connections as a local, and his understanding of the history and people of the area, are invaluable to being able to produce a product people are interested in.

Having worked for the Seeley Lake Ranger District, with the state firefighters and in schools, Andi has built relationships and trust with many people who are critical to helping provide the best, most accurate information to our readers. Having a background in natural resource management is an advantage in an area where environmental issues are such a large part of the valley.

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

We enjoy finding both sides of any issue or project and being able to present that to our readers. Also, we enjoy highlighting people’s accomplishments and bringing recognition to work being done in our communities.

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

Finding the other side to issues or projects, along with someone to go on the record for the unpopular side, is a big challenge in a small town. It is also difficult to juggle advertising, articles, mailing, layout, website and computer maintenance and anything else that comes up during the week.

continued >>

May 21, 2014
What have you done to enhance the brand of your newspaper in your area?

Since we have taken the approach from a reader’s perspective, we have expanded the topics we cover to try to include a diversity of articles. We have also hired local reporters in our surrounding communities, including Condon and Potomac. This has provided those communities with someone who they trust, creating buy-in from those communities and building readership.

What is your digital strategy right now?

Our goal is to modernize our website and offer online subscriptions within the year.

What is your print strategy right now?

We started running color on the front and center every week and keep our ad percentage low. This has helped increase our readership by 30 percent in a year and a half.

How does the MNA serve you and your newspaper?

Knowing very little about the newspaper business when we first took over the Pathfinder, MNA has been incredibly supportive and informative for us. We have always received an answer to our questions in a timely manner. We appreciate the opportunities MNA provides via information, advertising and networking.

Montana Newspaper Association/Montana PBS to sponsor U. S. House and Senate debates

The Montana Newspaper Association and Montana PBS have joined together to sponsor the first United States Senate and United States House of Representatives candidate debates of the political season.

The debates will be held in the Library Auditorium at Montana Tech in Butte on Saturday afternoon, June 14, 2014. The U. S. Senate debate will begin at 1:30 p.m., followed by the U. S. House debate at 3:30 p.m.

MNA member newspapers will have the opportunity to live stream the debates on their websites.

The debates will be recorded and broadcast on MontanaPBS on Sunday, June 15, 2014: House at 5:00 p.m. and Senate at 6:30 p.m.

The debates are free and open to the public. Seating is limited. Some reserve seating will be available to MNA members.
The Montana Newspaper Association has hired a lobbyist to assist us with our representation in the upcoming session of the Montana Legislature. John MacDonald was an AP reporter and editor for 16 years and has more recently lobbied on behalf of the City of Missoula and the Alliance of Automobile Manufacturers, among others. We are pleased to have him on board and hope all of you will take advantage of a chance to speak with him during our convention.

The MNA Legal Affairs Committee wants to hear from you, the members, about any concerns you have with existing laws or with laws you would like to see the MNA promote. Please take some time to consider this and get your thoughts to any of the committee members during the convention: Jan Anderson, Dick Crockford, Matt Bunk, Jim Rickman or Tom Eggensperger.

The committee spent quite a bit of time reviewing three possible legislative actions: altering §2-3-212, MCA, which defines eligibility for recovery of fees in a right to know lawsuit; clarifying that mug shots are public information; and adding a requirement that newspapers post paid legal notices on our statewide website. All three ideas, while they have appeal for many of our members, including some on the committee, have been effectively eliminated as legislation we intend to propose. In some cases, the risk of getting the opposite result from our goal is too high. The consensus seems to be putting those matters into a proposed bill could too easily backfire. In most of the cases, the practical assessment is that we could not succeed, particularly in the climate of recent legislative sessions.

But if there are other legislative changes you would like the MNA to consider, or if you want to add your two cents worth on the ideas already reviewed, now is the time to speak up. If we are to draft any legislation, we must start right away.

Of course, our lobbyist will be watching carefully for bills others propose that would have an impact, either positive or negative, on our industry. As the session unfolds, Mr. MacDonald will be keeping all of us informed, and perhaps calling on us to contact our legislators or testify at hearings.

Besides working on hiring a lobbyist and preparing for the legislative session, the committee has worked on the digital archiving project for posting legal notices, has worked to get an increase in the maximum rate for county legal notices, and has worked to improve our relationships with other stakeholders such as the Montana Association of Counties, the League of Cities and Towns, and the Montana School Boards Association. We feel we have made a lot of progress, but there is certainly more to do.

So... if you feel there oughta be a law relating to the newspaper industry and the public information to which we are all entitled, please come to convention prepared to share that. The Legal Affairs Committee looks forward to your input.

---

There Oughta Be a Law
By Jan Anderson, Chairperson, MNA Legal Affairs Committee

The Montana Newspaper Association has hired a lobbyist to assist us with our representation in the upcoming session of the Montana Legislature. John MacDonald was an AP reporter and editor for 16 years and has more recently lobbied on behalf of the City of Missoula and the Alliance of Automobile Manufacturers, among others. We are pleased to have him on board and hope all of you will take advantage of a chance to speak with him during our convention.

The MNA Legal Affairs Committee wants to hear from you, the members, about any concerns you have with existing laws or with laws you would like to see the MNA promote. Please take some time to consider this and get your thoughts to any of the committee members during the convention: Jan Anderson, Dick Crockford, Matt Bunk, Jim Rickman or Tom Eggensperger.

The committee spent quite a bit of time reviewing three possible legislative actions: altering §2-3-212, MCA, which defines eligibility for recovery of fees in a right to know lawsuit; clarifying that mug shots are public information; and adding a requirement that newspapers post paid legal notices on our statewide website. All three ideas, while they have appeal for many of our members, including some on the committee, have been effectively eliminated as legislation we intend to propose. In some cases, the risk of getting the opposite result from our goal is too high. The consensus seems to be putting those matters into a proposed bill could too easily backfire. In most of the cases, the practical assessment is that we could not succeed, particularly in the climate of recent legislative sessions.

But if there are other legislative changes you would like the MNA to consider, or if you want to add your two cents worth on the ideas already reviewed, now is the time to speak up. If we are to draft any legislation, we must start right away.

Of course, our lobbyist will be watching carefully for bills others propose that would have an impact, either positive or negative, on our industry. As the session unfolds, Mr. MacDonald will be keeping all of us informed, and perhaps calling on us to contact our legislators or testify at hearings.

Besides working on hiring a lobbyist and preparing for the legislative session, the committee has worked on the digital archiving project for posting legal notices, has worked to get an increase in the maximum rate for county legal notices, and has worked to improve our relationships with other stakeholders such as the Montana Association of Counties, the League of Cities and Towns, and the Montana School Boards Association. We feel we have made a lot of progress, but there is certainly more to do.

So... if you feel there oughta be a law relating to the newspaper industry and the public information to which we are all entitled, please come to convention prepared to share that. The Legal Affairs Committee looks forward to your input.

---

Digital Preservation Speaks VOLUMES

Protect and Share
Digitally preserve your newspapers and bound volumes

www.ArchiveInABox.com
The newspaper archive scanning service from SmallTownPapers™

honoring the winners of the Better Newspaper Contest

Saturday, June 14, 2014
Cocktails & Dinner start at 6 p.m.
Awards at 8 p.m.

$125/newspaper + $65/person

RSVP to Linda Fromm, 443-2850
mtomgr@mtnewspapers.com
I began my career with Sentinel Journalism as a sophomore, when I joined the staff of The Konah per the request of the editor at the time, who is a family friend. I was the features editor, and that year I learned a lot about how the newspaper staff operated. Looking back on my writing and layouts from that year, I cringe at my lack of use of AP Style rules. Nonetheless, it was a great opportunity to learn about how Adobe InDesign worked, and how the paper was put together. I ended up falling in love with The Konah, both the people and the process.

Mrs. Keintz asked me to continue on the next year as the editor-in-chief. I was terrified and nervous, but also very honored that she was giving me a chance to keep learning. Being editor-in-chief as a junior had its challenges. I was not used to being a leader, especially for people who were older than me. I was still determined to do the best I could, though. The majority of the year was spent learning about proper design, writing, and keeping organized. As a result, The Konah struggled a little bit. I had also joined broadcasting and yearbook, picking up several other skills in the meantime. The Konah is still under prior review, so in addition to writing, reading, and editing, I had to deliver our content to our principal for approval. This became a concern when we covered a controversial raise of our superintendent's salary. As a result of the fair coverage in that story, however, we gave gained more trust from our principal even though prior review is still a requirement. In the spring, Mrs. Keintz and I embarked on a full-scale redesign of The Konah, modeling it after the Washington Post with the help of the knowledge Mrs. Keintz was gaining while working to get her Masters in journalism. In competition that year, we took several individual awards, as well as Best Newspaper Design, but did not even place in Pacesetter.

As a senior, I have felt like I picked up right where we left off last year. Our issues get better and better with each publishing by following the redesign and making the writing more consistent. I still write, read, edit, photograph, and oversee all layout and design elements, but I have gotten better at working with my staff. The Konah has always been my first priority, but I have also been continuing my roles in broadcasting. At competition this year, we again received a lot of individual awards and Best Newspaper Design, but the cherry on top was winning Pacesetter. I am very proud of the work I have done in this role, and I am excited to see The Konah continue on for another 100 years, giving students just like me the opportunity to learn and grow beyond belief. It is amazing to look back and see how far I have come, and it would not have been possible without Mrs. Keintz and the journalism program at Sentinel High School.

Next year I plan to attend The University of Montana, and continue my education by double majoring in journalism and secondary education. This summer I will be doing an internship with Montana PBS.

**EMPLOYMENT OPPORTUNITY**

**Business Development Manager**

The Montana Newspaper Association, celebrating its 129th year of representing the Montana newspaper industry, is recruiting a Business Development Manager. This position is responsible for the development of print and digital advertising programs with regional and national business clients, works with association members to expand Montana advertising programs and promotes other MNA services. We are looking for an individual well-versed in sales and marketing with the ability to build long-term business relationships with our members and clients. Candidates must have strong innovative, communication and organizational skills. We offer competitive compensation, benefit allowance and work flexibility.


**Please email a cover letter and resume to:**
Jim Rickman
Executive Director
jim@mtnewspapers.com
In Memorium

**Printer Bowler**

Montana Journalism graduate, friend and long-time adjunct professor Printer Bowler died at his Missoula home on April 28 after a battle with cancer.

Bowler graduated from UM in 1963, but came back to Missoula and involved himself in the life of the school in the last decade. Printer taught classes in publication design as an adjunct and also helped the school create and distribute an annual alumni magazine. Bowler was a gentle, but insistent, presence in Don Anderson Hall, always encouraging faculty and students to do their best and always available to help out.

Bowler was born in 1941 in New England, North Dakota, but grew up in Scobey, Mont., where his father, Larry, was editor and publisher of the Daniels County Leader. His grandfather had been the paper’s editor and publisher, too. Both his father and grandfather are in the Montana Newspaper Hall of Fame on the third floor of Don Anderson Hall. His brother, Burl, runs the Leader today.

Bowler came to Missoula in the early 60s to study journalism, graduating with a Bachelor of Arts in Journalism in 1963. Bowler was an editor for the student newspaper, The Montana Kaimin, and worked for the Missoulian newspaper while a student. Dean Nathaniel Blumberg and Professor Ed Dugan were big influences on his thinking.

Upon graduation, he managed an unsuccessful U.S. Senate campaign in Montana, and then joined the U.S. Army as a commissioned officer. He volunteered for service in Vietnam, and was in Saigon and Da Nang during the height of the U.S. military build up. He left Vietnam ill and disillusioned and returned to San Francisco during its heyday as a counter-culture mecca. While there, he worked for the San Francisco Bay Guardian, produced concerts for acts like the Jefferson Airplane, did some printing and promotion work and dabbled a bit in television.

He returned to Montana in 1971, landing in Helena. He became interested in organic food and ran an organic bakery in Bigfork and co-wrote a book on health food. He also wrote poetry and books on golf and philosophy. He painted houses, and was an excellent golfer.

In 2002 he began teaching at UM’s School of Journalism. His courses on publication design were about design, but also about the meaning of life. Students loved him because he cared about them and got to know them as individuals. He was kind, compassionate and cheerful.

He also designed the School of Journalism’s annual alumni magazine, Communique, and stayed in touch with the students working at the student newspaper. The Montana Kaimin printed a front-page article on news of his death.

As his beloved wife, Kim Lugthart, wrote in a message to friends, “Printer left his earthly body behind, and exited in the gentlest way. The atmosphere was charged with spring squalls blowing through all day- a prairie-bound wind come to fetch our blessed Prairie Dawg.” A memorial fund has been established at the School of Journalism to assist current students.

A memorial service is planned at 1:00 p.m. on Saturday, May 31, in the Music Recital Hall on the University of Montana campus. A reception will follow in the Music Building lobby.

- 30 -

MNA launched montanapublicnotices.com, our new, statewide public notice website on May 1. We encourage MNA members to publish print ads to promote the site. This is the first ad in an ongoing series to promote the value of public notices and the website. Ads can be found in a folder at the MNA ftp site. Thank you!
The Anaconda Leader has delivered news, sports and entertainment to the Smelter City for more than 43 years and plans to continue being the community’s newspaper for years to come.

Dean Neitz, 86, published the first issue of The Anaconda Leader on Dec. 17, 1970.

Neitz, who has a degree in zoology from Montana State University, grew up in the newspaper business in Philipsburg, where he worked with his father at the family-owned Philipsburg Mail.

“The day after I graduated from MSU, I went to work with my dad,” he said. “I worked with him until he died, and then I took over the business.”

After 18 years of running the Philipsburg Mail, Neitz expanded to Anaconda and opened up the Print Shop on Cedar Street in 1968 in Anaconda.

At the time, the Anaconda Standard was being printed in the same location the Leader now occupies. However, the Standard soon moved its operations to Butte.

In response, the Magic Land Times began publishing an Anaconda paper.

“They approached me to see if I wanted to become a partner, but I figured I didn’t need a partner if I wanted to do a paper in Anaconda,” Dean said.

In the fall of 1970, The Magic Land Times went out of business and Neitz established The Anaconda Leader at 121 Main Street.

Initially, the Leader was written using linotype to assemble individual letters, one line at a time, to create a mold that was then filled with molten hot lead to create a cast of the line, which was then used to print ink to paper. The paper was pasted up in Anaconda and then sent by bus to Kalispell, where it was printed and sent back on the next bus.

At that time, the paper was published on Tuesdays and Thursdays, and was available for free at various locations around town until it established a customer base.

It became a paid newspaper in February 1971 with a cost of $10 per year. The Leader’s first subscribers were Martin and Mary Stephan who lived at 712 E. Fifth Street.

Several months later, the printer in Kalispell told Neitz he would not be able to keep printing the paper, so Neitz had it sent to Bozeman.

“Intermountain Bus took it to Butte, then it went by Greyhound Bus to Bozeman,” Neitz said. “But sometimes they would forget to take it off the bus in Bozeman and it would go to Billings. One time, I had to charter an airplane and go pick it up and fly it back to Bozeman. I just knew I could not live with that for too long.”

So Neitz purchased a three-unit Harris press that he moved to Anaconda and began printing the paper himself. In addition, he began to print the Philipsburg Mail and the Whitehall Ledger, which he also owned at the time. Then he branched out and began printing other papers he didn’t own.

In 1993, Neitz sold the Philipsburg Mail and later sold the Whitehall Ledger, which he had started with the late Mick Gee in the early 1980s.

Dean’s son, Van, joined the Leader in the late 1990s. Van has a Bachelor of Science degree in Mining Engineering from Montana Tech.

In the early 2000s, a four-unit press that could print in color was purchased for the business.

“Everyone wanted color, so we had to adjust,” Dean said.

A lot has changed in the newspaper business over the course of Dean’s career.

Linotype has been replaced by personal computers and software capable of producing high quality graphic images. Darkrooms and 35-millimeter cameras were replaced with digital cameras and image setters capable of sending data straight to plates for the press.

The Anaconda Leader has survived the economic ups and downs of doing business in Southwest Montana, including the closure of the Washoe Smelter in the early 1980s. Dean continues to make the daily 62-mile round trip trek from his home in Philipsburg to Anaconda and plans to continue well into the future.

Neitz and his wife of more than 57 years, Trilby, live in the Philipsburg house Dean was born in. They have three grown children: two sons, Van and Frank, and a daughter, Sydney.

Mullen brothers recognized by Editor & Publisher

J. Louis Mullen, 28, former editor-in-chief of the Silver State Post in Deer Lodge and current owner/publisher of the Green River Star in Green River, WY, and Jesse Mullen, 29, director of pagination and copy editing at Civitas Media, LLC in Maimisburg, OH, were both recognized by Editor & Publisher as the magazine’s 2014 “25 under 35.”

Louie and Jesse are the sons of Anne Mullen, publisher of the Philipsburg Mail, and Tom Mullen, publisher of the Silver State Post.

Founded in 1884, E & P is the nation’s oldest, and the newspaper industry’s leading, trade publication.
The vast majority of consumers (92%) continue to use coupons and many rely on their Sunday newspaper to deliver them. Smart media brands have leveraged the power of the coupon to sell subscriptions and boost single-copy sales.

The first coupon appeared more than 125 years ago when Coca-Cola issued coupons for a free glass of Coke. Coupons also have been a part of the Sunday newspaper for years.

The first co-op, free-standing insert for coupons was introduced more than 40 years ago in August 1972 by George Valassis.

The original coupon inserts were called “flag-wavers,” because "the coupons were separated along the side and waved freely like flags.

As a child, I can remember my mother clipping coupons from the Sunday newspaper, and then I would help her sort them as we shopped at the supermarket. We normally had one of each coupon, and maybe used three or four in each shopping trip.

In recent years, couponing has changed dramatically from what it was when I was growing up. Television shows such as The Learning Channel’s “Extreme Couponing” gave rise to a new breed of couponers, who use tens to hundreds of coupons in a single shopping trip.

Publishers were quickly caught up in the wake. Just three short years ago, this couponing phenomenon caused single-copy sales at many U.S. newspapers to swell, sometimes to dramatic proportions. Stories were told of 40% to 50% increases in single copies year-over-year, and newspapers quickly took advantage of this.

Today, that phenomenon has abated somewhat, but coupons are still a pivotal part of the Sunday product. Couponing is still very much alive.

Let’s look at some statistics:

- 92% of consumers use coupons; 60% use printable coupons.
- Consumers saved US$1.8 billion using coupons in the first half of 2013.
- 96% of millennials use coupons.
- Households with incomes of US$100,000 or more are twice as likely to use coupons as those earning less than US$35,000. College-degree holders are also twice as likely to use coupons as those who did not graduate from high school.
- How mothers find coupons: print (78%), circulars (65%), digital (55%)
Coupons continued

Coupons are still a popular item, and, contrary to popular opinion, the general demographic of a coupon user matches that of newspaper readers. Because of this, many newspapers around the country are still leveraging coupons to sell newspapers.

To get some ideas, I talked to a few newspapers around the United States over the last couple of weeks, and here is what they shared.

At the Savannah Morning News, the coupon value is put on the upper right corner of the front page, especially if it is a large coupon value that Sunday.

Michelle Rubrecht, the “Savannah Savvy Shopper,” sends out weekly posts to 7,400 fans on her Facebook page, teasing them about how it is going to be a great week for coupons. Rubrecht also writes a column matching up the best retail store deals with coupons from the Sunday newspaper, which helps promote single-copy sales as well.

When certain deals are mentioned in her columns, readers might go back out and pick up another newspaper to score even more savings.

Rubrecht also teaches classes on couponing to promote the Sunday newspaper. Because of the relationships she has built, Rubrecht says, her “Facebook fans, readers, and store managers know they can come to me for help on couponing honestly and ethically.”

This goes a long way toward building the brand image in their market.

Engagement is also built with the audience in Savannah by encouraging Facebook fans to post their great deals on the Savvy Shopper page, which in turn helps out a new coupon shopper. This then turns that new shopper into a newspaper purchaser, and helps them develop a habit of not only clipping the coupons, but reading the newspaper, as well.

At the Albany Times Union in Albany, New York, Vice President of Circulation Todd Peterson told me they do something similar to Savannah with their coupon value, but they place it on the homepage of their Web site every Friday to promote Sunday’s coupon value.

Albany is also doing some interesting things with point-of-purchase (POP) in single-copy outlets.

In larger retailers, the Times Union is using a four-sided “quad” rack to place as many papers as possible in each location. The TU uses large signage to promote savings and coupons on its racks, and also promotes the coupon value each week with an interchangeable sign.

Marvin Holder, retail audience manager at The News Tribune in Tacoma, Washington, is doing some unique things to promote coupon value, as well. Each week, his team adds up the coupons from the coming week’s inserts, and the marketing department runs several ads leading up to Sunday that promote the coupon value. They also place the coupon value on the front page of every Sunday’s newspaper, as well as develop unique POP presentations each week to place in retail stores.

Holder is also posting the coupon value to the newspaper’s Facebook page when there is an extremely high coupon value, and experimenting with sending e-mail blasts to registered users to promote that Sunday’s high coupon value.

Jill Kenly, audience sales and retention manager at The News Tribune, recently ran a blitz sales campaign when she found the coupon value in a coming week was going to be more than US$600.

She quickly activated a sales team, and in two days sold more than 150 subscriptions with a promised delivery start date of that Sunday. Everyday digital access was also included with these subscriptions to promote the value of the daily news product, as well.

Coupons are a definite attraction for Sunday newspaper buyers, whether through home delivery or single copy. A goal for audience executives should be to maximize their sales from this source and to turn these buyers and their families into long-term readers.
Violations of 75% advertising rule on increase
By Max Heath, NNA Postal Chair

There’s been an uptick in recent years of newspapers found in violation of the 75 percent advertising rule, which prohibits Periodicals from running more than 75 percent advertising percentage in more than half the issues in a 12-month period.

The exact wording of the rule is in DMM 707.6.1.3: “General publications primarily designed for advertising purposes do not qualify for Periodicals mailing privileges, including publications that: a. Contain more than 75 percent advertising in more than half of the issues published during any 12-month period.”

National Newspaper Association members and others who join to get our assistance have been jarred by letters from the Pricing and Classification Service Center in NYC threatening loss of Periodicals mailing privileges for this violation.

“The loss of Periodicals privileges would mean immediate rate increases for newspapers that would then have to be mailed at Standard rates. It could also mean a day or more of delay in service, as Standard mail is supposed to be a deferrable service when mail volume is high. For many newspapers, it also could lead to the loss of public notice advertising, because many state statutes require a Periodicals permit for official newspaper eligibility. So the consequences of losing a permit can be severe, even life-threatening,” said NNA Chief Executive Officer Tonda Rush.

I asked Chuck Tricamo, veteran Periodicals specialist now managing the PCSC, if the wording and tone of the letter had been made more severe recently. It has not, he said, but it is the same as ever.

WILL I LOSE MY PERIODICALS PERMIT?

Not if you take immediate and sustained action to get the advertising percentage at 75 percent or below in at least half the issues. Remember, you can be at 75 percent; you just can’t be more than 75 percent.

Despite the strong language of the threat letter, PCSC staffers over the years have repeatedly assured me that they don’t want to take a Periodicals permit away from anyone if they can avoid it. They are just charged with enforcing the rules that come to their attention.

But first you must immediately write a letter or e-mail (if you can discern who to send it to from the letter) to the PCSC within 15 days of receipt, as specified in the permit “revocation” letter, stating that you wish to appeal the decision and plan to take steps to get your issues into compliance. They will then send you an agreement to that effect, which you should sign, date, and return ASAP.

The key is to keep the paid advertising percentage, insofar as possible, below 75 percent for enough straight weeks to get the 12-month moving average below half of the total issues during the time period. Then maybe add a few more issues for good measure.

Once you’ve come back into compliance on that 12-months’ worth of issues rule, then you can resume smart management of the 75 percent rule. Simply, there will be some issues so heavy on preprinted advertising inserts (whose linage is counted as 100 percent advertising), say in November and December, that have no chance of staying under 75 percent. That means that in lighter months, like a February or a July, rather than cutting back pages on a low-revenue issue, it might be better to fill those pages with editorial to get the numbers up.

Then there are plenty of issues that just barely exceed 75 percent. Those provide a low-cost chance to add non-paid or editorial matter without expanding your paper by more than two pages. Those are the ideal target issues for you to keep in compliance.

WHY ARE MORE PAPERS BEING CAUGHT?

There are, of course, multiple reasons, including one competitor reporting another. I’ll give you two more.

1. The trend toward preprinted advertising supplements, or inserts, often accompanied by declining ROP in many advertising categories. Advertisers shift from ROP to preprints to better control color, print quality, cost, etc. Newspapers must track their own compliance to avoid getting caught in violation. Despite NNA efforts, we have been unable to get this rule modified for paid publications like we did for Requester Periodicals (from 100 percent to 75 percent of issues). And because USPS does not average editions of an issue, a weight breakdown of one part of a mailing that exceeds 75 percent counts for that issue.

Also, it may not be in the best interest of Periodicals, a class that struggles to maintain its identity within USPS, to relax the editorial standards too much. Looking more like Standard mail is a road that could lead to being charged and served like Standard mail.

2. The PostalOne! business accounting system has built in checks of various functions, and the 75 percent rule is one of those. Reports of an increase in newspapers being caught via PostalOne! at the original entry office are increasing based...
on member calls and e-mails. It’s not automatic, but postal employees can run an advertising report to see the how many issues are more than 75 percent for any 12-month period looking backwards. And they are likely audited on their diligence in running that report.

**HOW CAN I FIND EDITORIAL MATERIAL TO ADD?**

There are many ways to increase editorial copy, and most of you know as much about this topic as I do. But because I’ve often been asked, I’ll give this my best shot.

1. As a country editor at heart, and a group executive editor for 21 years, I have a bias for increased local news. Many times, there are community events where photos exist for a page or two of photos, but space limits coverage to perhaps two or three shots. Being more than 75 percent may present opportunities to open up the paper a bit more.

2. Secondly, if you are looking to add editorial matter on an ongoing basis, there may be local columnists you can recruit on subjects like gardening, health, new businesses, recipes or any number of topics that might make your paper more valuable to readers on an ongoing basis while opening up your news hole a bit.

3. Syndicated matter is also another option. I found that crossword puzzles, horoscopes, and word puzzles are particularly appealing to a large segment of readers. I still believe in TV listings because loyal readers that skew older still prefer hardcopy and not electronic listings, same reason they prefer your print newspaper in the first place. The March Pub Aux reported on the value of syndicated material and many good vendors.

---

**Why we dropped the school board lawsuit**

*Editorial by Jan Anderson, Publisher, Boulder Monitor*

The Boulder Monitor will not be continuing its lawsuit against the Jefferson High School District Board of Trustees.

The lawsuit, filed after a July 13, 2012 budget subcommittee meeting attended by four of the seven trustees, alleged the board violated the public’s right to know and right to participate. The only item on the agenda for that meeting was “2012-2013 budget,” but court filings on behalf of the board demonstrate that individuals who had applied for the principal position were discussed. At the end of the most recent previous board meeting three days earlier, the board had a list of four finalists for the position. At the beginning of the full board meeting that followed the subcommittee meeting, the first item of business was to interview two candidates, the only two invited to be interviewed. The suit contended the board failed to give adequate notice to the public of topics to be discussed in the subcommittee meeting and narrowed the field of principal candidates. That effectively denied the public opportunity to comment on the two eliminated candidates.

We filed the lawsuit in defense of the public’s right to know and right to participate as guaranteed in the Montana Constitution. We believed, and continue to believe, that the process used by the school board denied the public those constitutional rights.

We believe that if we continued the lawsuit, we could present evidence to support that.

However, reaching that point would likely take at least another year, or perhaps two, putting any resolution at least three years out from the original incident. Reaching a resolution is also complicated by a lack of minutes. Although the public is entitled under Montana law (MCA 2-3-212) to minutes of that meeting, board officials have disputed the existence of any official minutes, reducing the public’s attempts to know what happened in that meeting to a “he said, she said” situation.

School boards and others who violate Montanans’ right to know and right to participate face two potential penalties, and only two: reversing the original action and paying the attorney fees of the citizen filing the complaint.

Reversing the original action at this point would not be in the best interest of the citizens of the school district. The principal hired in the process has been on the job almost two years, apparently serving the district well. Our issue was never with that individual, and disrupting the status quo is not what we want to do.

In regard to attorney fees, continuing the lawsuit could expose the district’s taxpayers to costs ranging in the tens of thousands of dollars. As residents and taxpayers in this school district, where our children received an exceptional education, we have no desire to do that. But we would if the school board were continuing to act exactly as it did in the situation that gave rise to our lawsuit.

In the time since then, the membership of the school board has changed a great deal. Only three of the current seven board members were on the board then. The board has also taken some steps to assure greater public access, and the board has undergone training that includes right to know and participate issues.

Those are all steps in the right direction that we hope will improve how the school board conducts the public’s business. We are ready to give the current school board members the opportunity to prove they respect the rights of the citizens they represent.

We are also ready to continue to stand up for the public’s right to know and right to participate when necessary. Even the Montana Supreme Court in its ruling included a warning: “We caution that this Opinion should not be taken as an invitation for subterfuge by public bodies or their members to avoid public scrutiny and to conduct business in violation of the open meeting statutes.

We sincerely hope the school board will take to heart its duty to be transparent, something that will make winners of every citizen in the district.
<table>
<thead>
<tr>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cindy Sease</strong>&lt;br&gt;is the advertising director with the Bozeman Daily Chronicle. Cindy is known for her inspiring and practical advertising sales training sessions, and will present Survival of the Fittest: Consultative Advertising Sales in a Consumer Facing Culture.</td>
</tr>
<tr>
<td><strong>Kyle Rickhoff</strong>&lt;br&gt;is the digital media director of Billings Gazette Communications. Back by popular demand, Kyle will discuss Publisher Digital Goals and Key Conversations.</td>
</tr>
<tr>
<td><strong>Courtney Cowgill</strong>&lt;br&gt;Writer, editor, teacher and currently the managing editor of the PBS MediaShift, Courtney will discuss Personal Narrative and Column Writing.</td>
</tr>
<tr>
<td><strong>Craig McCormack</strong>&lt;br&gt;Craig is the strategic media manager at the Bozeman Daily Chronicle, where he is responsible for digital sales and marketing management, along with digital campaign fulfillment. Craig has over 17 years of technology sales and marketing experience, and will present Selling Digital Marketing Solutions That Work for Small Business: Successful Digital Sales Strategies to Win and Retain Customers.</td>
</tr>
<tr>
<td><strong>Darrell Ehrlick</strong>&lt;br&gt;is the editor of Billings Gazette Communications and has served in newsroom leadership positions in WY, WI, ND and MN and taught journalism at Winona State University. Darrell presents Fight for Your Right: Obtaining Public Records in Montana.</td>
</tr>
<tr>
<td><strong>Brian Kahn</strong>&lt;br&gt;Host of Yellowstone Public Radio’s <em>Home Ground</em>, Brian Kahn has a diverse background, including work as a collegiate boxing coach, attorney, president of the California Fish and Game Commission, director of the Montana Nature Conservancy, author, journalist and documentary filmmaker. Brian will serve as moderator of the Montana Newspaper Publisher Panel.</td>
</tr>
<tr>
<td><strong>Dennis Swibold</strong>&lt;br&gt;Professor Swibold is chair of the U of M School of Journalism Print and Photo Department. Dennis was a reporter and editor in MT and AZ, and will present The Care and Feeding of Interns.</td>
</tr>
<tr>
<td><strong>Joe Eaton</strong>&lt;br&gt;is an assistant professor at the U of M School of Journalism. Joe has taught courses in public affairs reporting and editing, and will discuss Reporting with Documents and Data State of Mind.</td>
</tr>
<tr>
<td><strong>Peter D. Fox</strong>&lt;br&gt;is western region sales manager for ArcaSearch, a Minnesota-based digital archiving firm serving state newspaper associations and their individual members. Fox spent 24 years in weekly and daily newspapers in Wisconsin and Montana, including a stint at the Billings Gazette. He is adviser to <em>The Exponent</em>, the student newspaper of Montana State University-Bozeman, and will present a detailed program on the MNA/ArcaSearch Digital Archiving project.</td>
</tr>
<tr>
<td><strong>John Cribb</strong>&lt;br&gt;Owner of Cribb, Greene &amp; Associates, the oldest newspaper publication brokerage firm in the United States, John will discuss Newspaper Value and Sales Structure in the Current Market.</td>
</tr>
<tr>
<td><strong>Tia Metzger</strong>&lt;br&gt;is an account executive and media buyer for the Montana Marketing Group (MMG) and has worked on both local and national accounts including clients in the tourism, nonprofit, retail and healthcare sectors. Her comprehensive understanding of marketing strategies and her experience in the newspaper industry make her an excellent candidate to lead the MNA political sales effort. Tia will present an MMG Update on Political Advertising Sales.</td>
</tr>
<tr>
<td><strong>Rick Farrell</strong>&lt;br&gt;from Tangent Knowledge Systems will take us through The Advertising Sales Landscape and How To Adapt.</td>
</tr>
</tbody>
</table>
Newspapers: The Original Social Media

Agenda
129th Annual Convention
Montana Newspaper Association
Butte Plaza Inn – Butte, Montana

Thursday, June 12

3:00 p.m. MNA & MNAS Joint Board of Directors’ Meeting – Metals Sports Bar

Friday, June 13

8:00 a.m. Registration Opens – Butte Plaza Inn Lobby
9:00 a.m. Survival of the Fittest: Consultative Advertising Sales in a Consumer Facing Culture – Lobby Room
   Presented by Cindy Sease
9:00 a.m. The Care & Feeding of Interns – Hops Room
   Presented by Dennis Swibold
10:00 a.m. Selling Digital Marketing Solutions That Work for Small Business: Successful Digital Sales Strategies to Win &
   Retain Customers – Lobby Room
   Presented by Craig McCormack
10:00 a.m. Reporting with Documents & Data State of Mind – Hops Room
   Presented by Joe Eaton
11:00 a.m. Personal Narrative & Column Writing – Hops Room
   Presented by Courtney Cowgill
11:00 a.m. Newspaper Value & Sales Structure in the Current Market – Lobby Room
   Presented by John Cribb
12:00 noon Past Presidents’ Luncheon & Introductions – Perkins Restaurant
1:00 p.m. Master Editor/Publisher & Newspaper Hall of Fame Awards – Perkins Restaurant
2:30 p.m. Montana Newspaper Publisher Panel – Lobby Room
   Brian Kahn, Moderator
5:15 p.m. Montana Newspaper Foundation Social Hour, Dinner & Auction – Copper Lounge - Montana Tech

Saturday, June 14

8:00 a.m. Registration Opens – Butte Plaza Inn Lobby
8:00 a.m. The MNA/ArcaSearch Digital Archiving Project – Hops Room
   Presented by Peter Fox
9:00 a.m. Fight for Your Right: Obtaining Public Records in Montana – Hops Room
   Presented by Darrell Ehrlick
9:00 a.m. MNA & MNAS Annual Meetings & Election of Officers – Lobby Room
10:00 a.m. Montana Newspaper Foundation Annual Meeting – Hops Room
10:00 a.m. The Advertising Sales Landscape & How to Adapt – Lobby Room
   Presented by Richard Farrell
11:00 a.m. Publisher Digital Goals & Key Conversations – Hops Room
   Presented by Kyle Rickhoff
11:00 a.m. MMG Update on Political Advertising Sales – Lobby Room
   Presented by Tia Metzger
12:00 noon Awards Luncheon – Perkins Restaurant
12:30 p.m. Montana High School Journalist of the Year Award – Perkins Restaurant
1:30 p.m. MNA/PBS hosted U. S. Senate Candidate Debate – Library Auditorium at Montana Tech
3:30 p.m. MNA/PBS hosted U. S. House Candidate Debate – Library Auditorium at Montana Tech
6:00 p.m. President’s Reception – Mining City Center
6:45 p.m. MNA Awards Banquet, President’s Award & 2014 Better Newspaper Contest Awards – Mining City Center
   Chris Fiske, Emcee
9:00 p.m. Passing of the Gavel to Cindy Sease, Incoming MNA President – Mining City Center
Newspapers: The Original Social Media

129th Annual Convention
Montana Newspaper Association

June 13-14, 2014
Butte Plaza Inn – Butte, Montana

<table>
<thead>
<tr>
<th>Newspapers/Associate Member</th>
<th>Registrier Names as they will appear on name badges (PLEASE PRINT)</th>
<th>Friday Master Editor/Publisher, Hall of Fame, Past Presidents’ Lunch $25 (LIMITED SEATING)</th>
<th>Friday Montana Newspaper Foundation Dinner &amp; Auction Montana Tech $65</th>
<th>Saturday President’s Awards Lunch $25 (LIMITED SEATING)</th>
<th>Saturday Better Newspaper Contest Awards Banquet Montana Mining Center $65</th>
<th>Total Cost This Person</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

One-time EARLY REGISTRATION DISCOUNT rate (Register BY May 16) .............................................................. $100
One-time FULL REGISTRATION rate (After May 16) ........................................................................................................ $125
Total registration (add Total Cost all persons + appropriate registration rate) ................................................. $____

Guest Room Reservations
A block of rooms has been reserved at the Best Western Butte Plaza Inn, 2900 Harrison Avenue.
Room rate is $99/night + accommodations tax, single or double occupancy.
Deadline to reserve rooms: Sunday, June 1, 2014.
To reserve your room, call 1-800-543-5814 OR 1-406-494-0345. Be sure to identify yourself as being with the Montana Newspaper Association in order to receive the group rate.

Convention registration deadline: June 2, 2014
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. _______
Newspapers: The Original Social Media

Plan now to join us at Montana Tech in Butte on Friday, June 13, 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 advancement 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 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 Friday, May 23, 2014.
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.