I was on a tour of a local hog farm and got a bunch of boring shots of pens and so on. Then Gretchen climbed in a pen with the boar in this photo, and I realized I needed to get low to show how large this fellow was. That got both my subjects in the same light — all the other shots had the human in sun and pigs in shade — and hid the distracting background. I was crouching almost underfoot, trying not to think about that hog farmer who was trampled and eaten by his pigs awhile back, but the alert hog’s ears and farmer Gretchen’s smile demonstrate a very different kind of interspecies relationship here.

Technical details:
Canon EOS5D
with 24-70, 2.8 lens
ISO 400, f4.0 at 1/250
MNACalendar

November
27 & 28  Thanksgiving - MNA office closed

December
8  Montana Newspaper Association 2015 Internship Grants awarded
12  2015 MNA Better Newspaper Contest rules and instructions available
19  Deadline to submit articles for the December Press Pass
24  Christmas Eve - MNA office closed at noon
25 & 26  Christmas - MNA office closed

January
1  New Year’s Day - MNA office closed
5  64th session of the Montana Legislature convenes
7  2015 MNA Better Newspaper Contest opens for entries
15  MNA & MNAS Board of Directors’ meeting, Helena
16  Deadline to submit articles for the January Press Pass

February
9  Begin accepting nominations for the 2015 MNA Hall of Fame and Master Editor/Publish Awards
17  2015 MNA Better Newspaper Contest closed for entries at midnight
20  Deadline to submit articles for the February Press Pass
23  Deadline for print entries for 2015 MNA Better Newspaper Contest to arrive at the MNA office

Thanks

- Peter Fox, Western Regional Sales Manager, ArcaSearch, for leading the research site training sessions for members in October and November.
- Jan Anderson, Boulder Monitor, and Mike Dennison, Lee State Bureau, for participating in a “Working with the Media” panel discussion for Montana legislators during the pre-session orientation.
- Our newest Associate Members: National Institute on Money In State Politics and Blackfoot Media Group.

OUR MISSION:
To advance and sustain the news publishing industry in Montana.

Jim Rickman, Executive Director | jim@mtnewspapers.com
Kevann Campbell, Business Development Manager | campbell@mtnewspapers.com
Randy Schmoldt, Accounting Specialist | randy@mtnewspapers.com
mtnewspapers.com
How did your career lead you to where you are now?

I started my career in human resources in college, working at a Target store in Columbia, Missouri. When I graduated from the University of Missouri, I accepted a position at a new Target in Woodland Hills, CA. After a couple years there, I moved into an HR director position at the University of Southern California. From there, I went on to become the West Coast human resources director for BPI Communications. I was then recruited to be the HR director for a weekly newspaper in Los Angeles, LA Weekly. After continually expanding my responsibilities there, I eventually became the vice president and general manager for LA Weekly and its sister publication, OC Weekly.

Once our son was born, Tim and I decided that we wanted to raise him somewhere besides Los Angeles. After a couple trips to Missoula, I was delighted to accept the position of general manager for the Missoula Independent. After four years, I was promoted to the position of publisher – a position I still hold.

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

I believe that it’s an understanding that our employees are our most valuable asset, and acting accordingly. I truly think that if we don’t offer a good, supportive environment for our staff, then we can’t put our best foot forward. I like to attribute this understanding to my HR background but, really, that’s just common sense.

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

I love the fact that we are so recognized in the community and that we contribute significantly to the community – not only through our journalistic means, but also through our involvement in and support of nonprofits. We contribute close to $100,000 per year toward nonprofit efforts.

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

Oh, gosh, so many things: A challenging economy, staff turnover, changing communication demands…so hard to keep up!

What is your digital strategy right now?

For several years, we simply uploaded our weekly content online and that was our website. Now our goal is to add fresh content at least once per day. That content can be a preview of a story in the upcoming issue of the Indy or it can be an online-exclusive. In addition, we’re pretty active on Twitter and Facebook and we send out three weekly email blasts – two promotions-related and one that summarizes that week’s print content. Our strategy continues to evolve…we wish that we could keep up with the evolution of technology, but – like pretty much all news media – we find it challenging!

What is your print strategy right now?

We continue pursuing our mission – striving to enrich our readers and the communities we serve by generating content that makes life in western Montana as interesting to read about as it is to actually live it.

How does the MNA serve you and your newspaper?

We appreciate that there is an organization that lets us do a pulse-check by sharing what’s going on in other Montana communities. And the staff members at MNA are a valuable resource, providing us with solutions to problems we’re all encountering, education opportunities and a strong voice representing our interests in Helena.

>> montanapublicnotices.com <<

is our new statewide public notice and legal advertising website

The website is made possible thanks to you, our members, and your dedication to code your public notices and upload your newspaper pages. This is the second ad in an ongoing series to promote the value of public notices and the website to our readers. We encourage you to publish the promotional ads as often as possible, especially prior to the 2015 Montana legislative session. Ads can be found in a folder at the MNA ftp site.
What makes crime reporting more than gossip?

By Eric Dietrich, Great Falls Tribune
October 9, 2014

I had an interesting conversation with a high school student about crime this week.
Or, I should say, someone I presume is a high schooler—the user behind the now-deleted @GFHCMR_Secrets Twitter account that shook the city’s secondary schools by tweeting explicit gossip, much of it involving claims about drug use and sexual activity.

While writing a story about the account, I had the chance to interview its owner through Twitter’s private messaging service (they declined to provide me with their name). During our exchange, the poster argued, among other things, that they weren’t responsible for the bullying spewed by the account, claiming to be a simple conduit for republishing anonymously submitted comments typical of nastiness endemic on teens’ social networks.

When I pushed on the responsibility point, the poster turned my questions back at me, asking why his (or her) tweets were any different from the crime reporting I do for the Tribune. Which, I thought, was a good question—and one that gets at the heart of what it means to do responsible journalism.

How is it, exactly, that newspaper or television crime reporting is different from petty gossip on social media? Here is my answer:

A careful reader of my reporting (or any of the Tribune’s journalism, for that matter) will note that every significant assertion is attributed to an authoritative source, especially things that cast someone in poor light. For routine crime reporting, that typically means every allegation we publish is backed up by court documentation or official police statements. I certainly hear my share of rumors on the Great Falls crime beat, but they don’t make it into my stories unless they come from a reputable source speaking on the record.

Even working with information that meets that standard, I do my best to balance the public’s need to understand the darker parts of our community with the pain and humiliation crime coverage tends to inflict on its subjects, perpetrators and victims alike. When covering particularly heinous cases like sex crimes, I routinely hold back non-essential details, ranging from the names of reported victims to explicit particulars of their victimization.

I don’t know that the judgment calls my editors and I make are always perfect, but I take pride in doing due diligence to those ethical considerations—and make a point of listening to the concerns of readers who question our decisions or point out errors.

Contrast that to the social media “secrets” model—inflammatory claims published without any apparent regard for their accuracy or impact. And, because the account is anonymous, published in a way that leaves those harmed by unfair accusations without recourse.

Before the rise of social media, you could tell who journalists were by who was writing for the local newspaper, or whose face appeared on the evening news broadcast. Nowadays, my tweets don’t look a whole lot different from those posted by a high school student with a bone to pick.

It’s harder, now, to separate responsible reporting from irresponsible gossip—and readers have to be savvy enough to judge for themselves which journalists and news sources measure up to the standards of accuracy, accountability and fairness that have always been the hallmarks of good reporting.

Eric Dietrich is the Tribune’s police and courts reporter.
Journalism’s biggest competitors are things that don’t even look like journalism

By Mathew Ingram

Summary:
As journalist/programmer Stijn Debrouwere has argued in a persuasive essay about the challenges facing the news business, journalism isn’t being disrupted just by different forms of journalism — it’s being disrupted by things that don’t even look like journalism.

Ever since the web was invented, newspapers and other media entities have had to continually expand their view of who their competition is: in the good old days it was other newspapers, and then TV, and then after the web it became other news websites, or maybe Yahoo or Google. But even now, their perspective on that competition may still be too narrow — as my friend Om has argued, they are competing with anything that captures a reader’s attention. And I would argue that they are competing with any service that fills an information need.

I started thinking about this again earlier this week, when a link to an old blog post by journalist/programmer Stijn Debrouwere showed up in my Twitter stream, posted and retweeted by multiple people. I couldn’t track down exactly where it came from, but I’m glad it appeared, because it reminded me of how much sense it made in 2012 when it was first published — and how much sense it continues to make.

Debrouwere’s essay is simply called “Fungible.” Fungibility is an economic term that is used to describe products or services that are interchangeable; in other words, if consumers don’t really care whether they get Product A or Product B, then those two things are said to be “fungible.”

Journalism is being replaced
What the web is doing to journalism, Debrouwere argues, is taking the things it used to consider its bread and butter and making them fungible in ways they never were before. That hasn’t just changed the business model for news or media companies, it has changed the expectations of their audience in some fundamental ways, that go beyond whether someone reads a news story on the web or in print.

I’m not talking about digital first or about blogging or about data journalism or the mobile web or the curation craze. Yes, journalism has evolved and is better for it. I’m talking beyond that. I’m not even talking about the fact that everyone is a potential publisher now… beyond even that. I think journalism is being replaced.

The examples are legion: as Debrouwere notes, many people used to find new music by reading reviews or coverage in a newspaper or magazine, and did the same thing for movies and TV shows — but now they get access to all the music and movies and TV shows they could want, and all the commentary surrounding them, via services like Spotify or Netflix, or websites like IMDB and Amazon. So what purpose does the local newspaper or newsmagazine serve?

If you want to read an expert’s take on a variety of different topics, or listen in on an interview with a celebrity like President Barack Obama, you don’t have to wait for a newspaper or magazine or TV network to interview that person — you can find something similar, and possibly even better, in the crowdsourced interviews that appear on sites like Quora and Reddit.

You’re subscribed! If you like, you can update your settings
If you want to read about real estate, you can find dedicated blog networks or sites like Curbed, and the same goes for sports: many people are turning away from their baseball or hockey columnists and newspaper coverage to visit crowd-powered sites like SB Nation or Bleacher Report. And then there are media sites created by commercial entities, such as the editorial operation ticket seller Stubhub said it is launching this week — or the example Debrouwere uses, a video-blogging site launched by an electronics chain called SparkFun. As he puts it:

Curbed is a superb real-estate website. Is Curbed journalism because they started out with news and added a marketplace later? Conversely is SparkFun not journalism because they started out selling components and their video blogs came later? When does a blog or podcast or newsletter stop being content marketing and start being journalism with an innovative business model?

Your competition is everywhere.
On a local level, a whole series of websites and services from LocalWiki or Everyblock to Pinwheel are providing people with information about their neighborhoods, Debrouwere points out. And many people are duplicating what they used to get from their newspaper by using Twitter, Facebook, blogs and other platforms. As he puts it, those services may not replace a good local newspaper, “but they offer a combo that is increasingly becoming good enough.”

This is an important point: if you’re a media company, your competition isn’t the product or service that is better than you — and it’s certainly not the one that you think is doing journalism — it’s the one that is good enough for your readers or users. In other words, if it provides a service or information that is useful or valuable to them, that is all that matters, not whether it fits the objective definition of something called “journalism.”

continued >>

November 26, 2014
I think this is also what Jeff Jarvis means when he talks about journalism as a service, and it’s what I was trying to get at when I wrote about companies like BuzzFeed and Gawker and Quartz and how they see news as a service: they don’t seem to worry much about whether it’s journalism or not, they are more concerned with whether they are serving readers.

What can you do to survive if you are a traditional media entity? You can adapt, obviously, but you can also do a number of other things, Debrouwere says: focus on storytelling and personality, because those things are irreplaceable, and concentrate on appealing to readers who are passionate about specific topics. Just don’t think that the only things you’re competing with are other journalistic outlets.
A reporter interviewed me a few legislative sessions ago and asked about the transition from being a working journalist to a lobbyist. Still relatively new to the second profession, I had to think about it, but realized that so much of what I learned as a reporter and editor I was putting to use as a lobbyist. The “product” at the end of the day is different, I told the reporter, but the method of production and the skills used are quite the same. Successful lobbyists, like successful journalists, must be good communicators above all else. Being a lobbyist – at least in Montana – isn’t about wining and dining legislators. It’s about building lines of communication, being a source of accurate information and making persuasive arguments when you need to.

I am honored to serve as the lobbyist for the Montana Newspaper Association for the 2015 session and hope I do this organization proud. I know many of you personally from my previous career with The Associated Press and I still feel a true kinship with the journalism profession.

My job is going to help protect what you do. Every session, bills are introduced that impact the newspaper industry, that impact the ability of reporters and editors to do their jobs, and that impact the public’s right to know. Some of those impacts are positive. But many are not. Through the session, I will be providing periodic updates on bills that we are tracking, and I hope that members of MNA will contact us if you have questions or concerns about legislation. We may call on you to help provide your expertise on the issue.

While the MNA is not actively pursuing any legislation of its own this year, that doesn’t mean the workload will be any less. As I write this, the 2015 Legislature is still more than a month off, but legislators have already filed nearly 1,000 bill draft requests, 200 of those alone came during the short week in November that lawmakers gathered in Helena for orientation.

The MNA has already identified and been working on several of these bills. Most notably is LC0448 to “generally revise” Montana’s open records laws. Although the title is rather ominous, this bill is the work of an interim legislative committee that was tasked with trying to organize all of Montana’s open records laws under one or two new sections of code. We have reviewed this bill extensively and testified before the interim committee this fall on ways we thought it could be improved. As it stands, the MNA feels this bill can be supported by its members, but we will be monitoring this closely.

Another bill appeared on our radar this fall, but fortunately disappeared almost as quickly. LC0383 would have prohibited the dissemination of the names of hunters and trappers who successfully harvested animals. The state Department of Fish, Wildlife and Parks argued the bill was necessary to prevent hunter and trapper harassment, although the agency was unable to provide any specific examples where that had occurred. Some critical press coverage of the bill draft did not help, and the MNA was informed in late October that the agency would not be pursuing the bill after all.

Other bills we are monitoring closely include LC0216 to criminalize the misuse of official criminal justice information. The MNA is working with the attorney general’s office, which requested this bill, to address some concerns with the language. LC0277 would “revise” public notification laws for the Public Service Commission. It includes a provision that would exempt the PSC from being required to print certain notices in newspapers. LC0728 is another bill draft to revise open meetings laws. At the time of this writing, no specific bill language has been provided.

We know many more bill requests are likely, and we will be monitoring them closely and providing MNA members with updates. I hope that MNA members will reach out to me directly or through the MNA if you see other legislation that concerns you.
“I looked at a map and Montana looked pretty big and pretty western so it looked like a good place to start,” he recalled.

Stafford was hired that summer by the Philipsburg Mail and within a year he was named editor of that newspaper.

After almost five years in Philipsburg he decided to realize a longtime goal and walk across America. He started that journey in January of this year. His route took him from Virginia Beach southward, along the Gulf Coast and eventually through Death Valley. In a little more than six months he was standing in the San Francisco surf.

He took the route less traveled and did so entirely on foot. “Of course there still are many areas of the country I’ve never been to, but I’d never been to the South and I’d never been to the Southwest so I geared my route to go through those places. And I walked, as opposed to riding a bicycle or any other means of transportation, because, while walking, one can experience everything around oneself. You become a part of everything you’re walking through. Plus, it sounded like a pretty cool thing to do,” he admitted.

When he ended his journey he had no intention of coming back to Montana, but within a few weeks he changed his mind.

“I really like this area of Montana and leaving it made me appreciate it more. It made me realize that I did want to come back to this area. When the opportunity became available here at the Silver State Post, I was interested and excited to take on a new challenge. A paper like this, it means something to the people of the community that it reports on,” he said.

Stafford said that although he believes the readers of the Silver State Post already take pride in the paper, he believes that he can make it better and more relevant to the readers.

“This is the only news outlet that covers the stories that are important to them and it is my goal to improve the newspaper to better serve the readers and to better serve the merchants and advertisers,” he said.

VanDyke named new editor of Terry Tribune

Publisher Dan Killoy recently named Terry native Christa VanDyke as the new editor of the Terry Tribune. VanDyke will replace Kay Hoffer, who has gone to work for the Glendive Ranger-Review as a staff writer.

“Christa brings a lot of experience to the job, plus her being a native is just a great fit,” said Killoy.

“The Tribune is looking forward to continuing its efforts to deliver a quality product in Prairie County.”

With a degree in marketing, VanDyke worked as the director of advertising & publications for The Greater Colorado Springs Chamber of Commerce, serving as editor of the Chamber newspaper before starting her own graphic design business in 2002.

Worstell named Billings Gazette general manager

November 2, 2014 Billings Gazette

Billings Gazette Publisher Mike Gulledge has named Dave Worstell the general manager of Montana’s largest newspaper.

Worstell will continue as the corporate director for retail advertising for The Gazette’s parent company, Lee Enterprises.

“Dave has a proven record of exceptional leadership and successful execution throughout his career. In addition to his strong leadership skills, Dave really cares about customers,” Gulledge said. “I look forward to working with him on our audience, operations and technology areas of Billings Gazette Communications.”

In addition to advertising and marketing, Worstell will oversee Gazette operations, local delivery and circulation, information technology, as well as press and packaging.

Ryan Brosseau, classified and digital advertising manager, will take over some national advertising supervision as well with the restructuring.

“I’m thrilled to be able to take on these additional responsibilities while continuing to help local businesses and organizations get their advertising message out through our many print and digital productions,” Worstell said.

Gulledge will continue to serve as the publisher of The Gazette, responsible for the entire operation of the multimedia company. Gulledge also serves as the vice president of sales and marketing for Lee Enterprises.

Gazette Financial Director Scott Patrick and Editor Darrell Ehrlick will continue to report directly to Gulledge.

Worstell joined Lee in 1999 with the Missoulian, The Gazette’s sister paper in Missoula. He was the ad director for the Helena Independent Record from 2002 to 2003. He joined The Gazette in 2003. Prior to that, he spent eight years in retail sales. He has a degree in business and marketing from Montana State University, where he also played football.

Silver State Post names new editor

He was a sophomore in high school before he ever went west of the Mississippi. He liked what he saw.

“We took a family vacation to Mount Rushmore and I fell in love with the scenery and the atmosphere and decided someday I’d go West,” Michael Stafford said of his decision to move to Montana.

In December of 2007 he graduated from Penn State and by the following June he was living in Montana.

“Of course there still are many areas of the country I’ve never been to, but I’d never been to the South and I’d never been to the Southwest so I geared my route to go through those places. And I walked, as opposed to riding a bicycle or any other means of transportation, because, while walking, one can experience everything around oneself. You become a part of everything you’re walking through. Plus, it sounded like a pretty cool thing to do,” he admitted.

When he ended his journey he had no intention of coming back to Montana, but within a few weeks he changed his mind.

“I really like this area of Montana and leaving it made me appreciate it more. It made me realize that I did want to come back to this area. When the opportunity became available here at the Silver State Post, I was interested and excited to take on a new challenge. A paper like this, it means something to the people of the community that it reports on,” he said.

Stafford said that although he believes the readers of the Silver State Post already take pride in the paper, he believes that he can make it better and more relevant to the readers.

“This is the only news outlet that covers the stories that are important to them and it is my goal to improve the newspaper to better serve the readers and to better serve the merchants and advertisers,” he said.
Malta's Mary Lee is Tribune's longest subscriber
November 8, 2014 Great Falls Tribune

Mary Lee

When the Allies invaded France on June 6, 1944, one person who read about the invasion in the Great Falls Tribune was Mary I. Lee. Lee and her late husband, Thomas E. Lee, moved to Havre in 1942, and first subscribed to the Tribune in 1943 or 1944, she said, placing her top on a list of subscribers at 70 years in a row or more.

“We lived at 713 13th St. in Havre for over 30 years,” said Lee, whose husband died in 1972. She moved to Malta six years ago.

Lee, 94, is still subscribing to the Tribune today as a resident of the Hi-Line Retirement Center in Malta. The Tribune sent out a call to try to find the longest-running subscriber to the newspaper, and the Tribune identified Lee as the person with the most consecutive years subscribing to the paper as an individual.

At an event in the former Rainbow Hotel in Great Falls tonight, Lee will be honored for her loyalty to the newspaper. Prizes will include a one-year extension of her Tribune subscription; a framed photograph of Lee; and a set of the Tribune’s five pictorial history books published in recent years.

“I read the Tribune every single day,” the cheerful Lee said. “If I don’t get it, I miss it.”

As she is in her 90s, Lee said “it takes me longer to read it” these days. And she allowed the Tribune “is different than it used to be.” For one thing, the paper is a bit narrower than it used to be, and there were fewer photographs and graphics, and very little color in the World War II-era papers.

Lee won’t be able to pick up her prizes in person. The Tribune will present the prizes to her in Malta.

The Tribune thanks all the subscribers and their relatives who nominated loyal subscribers for the Tribune contest. A number of people have subscribed to the Tribune for more than 60 years, and some had subscribed even longer than that, counting subscriptions of parents or other relatives.

Lee won the prizes because she, along with her husband, had individually subscribed to the paper for at least 70 years in a row.

Congratulations to our winner, a gracious woman who has shown admirable loyalty to this newspaper.

Vander Weele returns as Herald’s editor

After nearly a four-month stint at a newspaper in Wisconsin, Bill Vander Weele has returned to serve as editor for the Sidney Herald.

“We are excited to have Bill back as editor of the Sidney Herald,” Herald Publisher Carol Crittendon said.

Vander Weele has more than 30 years of experience working at the Sidney Herald. He worked as the sports editor for 16 years before becoming the newspaper’s managing editor.

Billings Gazette wins two Lee President’s Awards

The Billings Gazette recently received two President’s Awards given by Lee Enterprises President Mary Junck. The annual awards recognize communications companies within Lee for achievements in outstanding journalism, innovation, achievement and spirit. The Billings Gazette is part of Lee Enterprises. The awards were announced Friday afternoon.

This year, Chief Photographer Larry Mayer won one of only two spirit awards given companywide honoring employees who give selflessly to the communities in which they live. Mayer was recognized for his award-winning photography and his service to The Gazette and the community. He began work for The Gazette in 1977. He was also honored for his role in the local aviation community. He’s flown numerous search-and-rescue operations, including many over some of the most rugged terrain on the continent. He helped organize a search effort for McKenzie Morgan, 17, who went missing during her first solo flight in August 2013. Morgan was found by hunters. Mayer’s role in that operation was chronicled on the NBC “Dateline” report, “Into The Wild.”

“While this award was in part for Larry’s work on leading a search-and-rescue effort, this is the kind of dedication that’s typical of Larry. He gets out to cover accidents, sports, news, features or goes on rescue missions no matter what time of day or night or what kind of weather. His service exemplifies the best of our company,” said Gazette Publisher Mike Gulledge.

Members of The Gazette’s sales and marketing department also shared in an innovation award for their efforts to lead companywide sales initiatives aimed at helping coordinate marketing efforts for customers across multiple platforms, enhancing the value and effectiveness of the client’s reach. Shelli Scott, Ryan Brosseau and Dave Worstell helped develop programs that featured data-supported advertising which helped customers and sales leaders in the company reach more customers in different ways.

“We’re thrilled to win these awards and excited that those in our company recognize the outstanding folks we have working at The Gazette,” Gulledge said. “The Gazette continues to take a leadership position in the community when it comes to helping our customers achieve great results.”

November 26, 2014
Montana Standard invites readers to join The Reporter Academy

I have the pleasure of speaking to community groups from time to time about the news business, and my favorite part is always the question-and-answer session at the end. How do you decide what stories to cover? Who picks the stories for the front page? How do stories get edited? You’d have to be crazy to work at a newspaper, right? Now is your chance to find out.

The Montana Standard is opening up the newsroom to anyone who wants to learn more about how we make the paper. We’re calling it The Reporter Academy.

Each Tuesday evening in January, cadets are welcome to join us in the newsroom to meet with the local reporters, editors and designers behind the Standard. You’ll learn how our team takes an idea to a fully reported front-page story. We’ll share the behind-the-scenes details about how we broke some of the biggest stories of the past year, and cadets will hear first-hand from our local reporters about how they build sources, obtain records and work a beat. Editors will share how coverage decisions get made, stories are framed and a newsroom is managed in a typical news cycle.

Anybody is welcome to sign up, whether you’re a community leader, a business person looking to network or someone who simply has questions about the paper.

In Memorium

UM School of Journalism graduate and industry pioneer Dorothy Rochon Powers passed away early Saturday. She was 93.

Powers attend the UM School of Journalism in the early 1940s. She was told to switch her major because “girls” were not meant to be journalists. However, she went on to become the news editor of the Kaimin and in her senior year applied for jobs at three newspapers.

The Spokesman-Review sent her a telegram to “come at once.” World War II was underway, and many men had left the profession to fight. She arrived in Spokane on June 10, 1943.

Powers had a successful four-decade career at The Spokesman-Review that included covering various beats and becoming editorial page editor in 1977.

Powers won numerous awards, including the Ernie Pyle Memorial Award for Newspaper Writing. She also broke down walls for women struggling to enter journalism.

When she retired in 1988 she went on to write two books.

Powers has continued to contribute to the School of Journalism and will have a lasting legacy through two scholarships.

The C.G. Rochon Scholarship in her father’s honor is for an incoming freshman studying journalism from Anaconda High School. The Dorothy Rochon Powers Scholarship was established by Cowles Publishing Company, the owner of the Spokesman-Review, in 1988 to honor her work at The Spokesman.

Powers also donated to the Don Anderson Hall Building Fund and named a room in honor of her father. The “C. G. Rochon Room” is located on the third floor of the UM Journalism School building.

Brian Charles Eder, a former owner and publisher of the Philipsburg Mail, died Monday, Oct. 13, 2014, at the hospital in Philipsburg. He graduated from the University of Minnesota, Bemidji, and from there he was on his way to realizing his longtime dream of owning and running a newspaper. In White Bear Lake, Minnesota, Brian was a program director for a TV station. Then the mountains of Colorado beckoned and Brian became a member of the ski patrol at Winter Park and worked as a salesman for a printing company. In his mid-30s, Brian bought the Philipsburg Mail and became an active member of this community. He started his own newspaper, The Clark Fork Journal, in the Bitterroot Valley for a time. He then worked for the Sidney Herald until he was diagnosed with a brain disease. He came back to Philipsburg, where he lived until his death.

Joan Marilyn (Johnston) Ballantyne, 70, died Wednesday, Oct. 8, 2014, at her home and with her husband at her side. Joan was born Nov. 16, 1943, in Great Falls. She graduated from Fairfield High School and immediately went to work for Boeing at Malmstrom Air Force Base as a private secretary. She then went to work for City Motors in Great Falls and immediately went to work for Boeing at Malmstrom Air Force Base as a private secretary. She then went to work for GTA Company in Great Falls. After moving to Valier with her family, she and her husband purchased the local newspaper and renamed it “The Valierian.” She became the publisher and editor for 10 years, before selling it. Joan’s joys in life were her family and all her pets, including pet Hungarians, wild birds, dogs, cats and horses.

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NEW customizable ads to promote statewide advertising programs

October’s MNA Statewide Stars are Billings Outpost, Bozeman Daily Chronicle, Yellowstone County News (Huntley), Laurel Outlook, Lewistown News-Argus, Whitehall Ledger and Blaine County Journal, News-Opinion (Chinook), who together sold $3,071 of the total $14,090 in statewide ads in October.

The Statewide Classified Advertising Network (SCAN) and Statewide Display Advertising Programs (SDAP) have expanded to be used more and more throughout the state and even by advertisers out of the state to advertise everything from selling a sled in Swan Valley to a hunting cabin in Huntley! This past month participating newspapers inserted statewide ads for clients buying, selling, searching and promoting everything from livestock sales, public notifications, oil and gas leases, to non-profit fundraisers and more.

Statewide advertising programs are designed to be easy for all newspapers to sell and serve, providing a low-cost revenue generating stream for participating newspapers. It is easy to get started or re-started if you haven’t been taking advantage of the statewide advertising network. New sales tools including print ads, brochures, point of sale pieces and training events are currently being created and will be made available in early 2015. The first ads of the seasonal series for Winter and Spring are now available for download from the MNA FTP site. Access the files found in the folder labeled Customizable SDAP & SCAN promo ads.

MNA will continue to share successful statewide advertising stories, tips and incentives to recognize and build the statewide advertising programs.

To share your comments, questions and feedback, please contact Kev Campbell at 406.443.2850, campbell@mtnewspapers.com

Be sure to customize the ads with your respective newspaper’s contact information.

Here’s an interesting statewide display ad from a client. We’re anxious to hear results from this design and unique approach!
More gold found on Last Chance Gulch

By Edwin Bender, Executive Director

Helena, known for its gold-rush lore, has additional wealth to discover on Last Chance Gulch. That’s where the National Institute on Money in State Politics calls home.

Maybe you’ve read stories that cite our data in the New York Times, Washington Post, Wall Street Journal—or the Great Falls Tribune. Or in U.S. Supreme Court briefs. The Institute has collected a million dollars for Montana 2014 elections, to date.

If you haven’t yet explored its freshly overhauled website, FollowTheMoney.org, here’s a quick overview:

The Institute compiles state-level political donor information from disclosure and ethics agencies in all 50 states. Every two-year election cycle, Institute staff input, scan, scrape or download data from more than 100,000 contribution and expenditure reports filed by upward of 16,000 state-level candidate, political party and ballot measure committees. The resulting database contains more than 3 million donation records that total more than $3 billion per election cycle.

On top of this massive undertaking, the Institute then begins adding value to the data by standardizing the names of donors across states and election cycles, and assigning donors an industry or ideology code, based on self-disclosed information. So, bankers get a banker code, farmers get a farmer code, creating an index with which users of FollowTheMoney.org can begin to fathom the mountain of donor data.

Why do all this, you might ask? The Institute’s mission is quite simple: “The nonpartisan, nonprofit National Institute on Money in State Politics promotes an accountable democracy by compiling comprehensive campaign donor, lobbyist, and other information from government disclosure agencies nationwide and making it freely available at FollowTheMoney.org.”

Yes, you read that correctly: “Freely.” Everything you dig up at FollowTheMoney.org is yours to use, in news stories and blogs about politicians, elections or major donors, or for deeper analyses of who is attempting to influence lawmakers during legislative sessions. It really is free – we only ask for proper credit in publications.

Check out the impressive news citations. And scholarly analyses. Even the U.S. Supreme Court. Today, we deliver access to more than 60 million records of data spanning more than a decade for all 50 states. We keep searching for new veins of gold: lists of registered lobbyists from all 50 states, correlating them to their clients and their clients’ donations. That information lets you tell a rich story about how companies engage with candidates during elections – via campaign contributions – and then continue their conversations via lobbyists during legislative sessions. Citizens of every state should know about this, since lawmakers do spend taxpayer money.

In the near future, we’ll add lobbyists’ expenditure information, state committee expenses, state PAC data and, eventually, state legislation that we will link to sponsors, lobbyists and donors where possible.

The Institute is always available to give free webinars or presentations, and invites you to visit its office for a personal tour of the website. The banks on Last Chance Gulch once held millions in gold bullion. Today, the Institute holds the millions – in its database.

Would you like to find or track a bill?

You can find and track the progress of legislative bills from current and past sessions using a free online service called LAWS (Legislative Automated Workflow System).

Using LAWS, you can find:
- Complete text of legislative bills
- Up-to-date status of bills
- Committee hearing schedules
- Agendas for committee hearings & floor sessions
- House and Senate votes on bills

You can search the LAWS database using one or more of the following search criteria:
- General subject matter
- Keywords
- Bill number
- Bill sponsor
- Bill status

You can also create a preference list. This feature allows you to monitor any number of bills that are of particular interest to you by creating a free, password-protected online account.

You can sign up for notification by e-mail of public hearings scheduled for the bills on your preference lists.

Please go to: