The image is of a garage fire I shot in February of 2013. Local firefighters worked to contain the fire off U.S. Highway 89 South of Livingston between Guthrie and Shamrock lanes. No one was injured in the fire and several cats were rescued by firefighters and the local sheriff’s department. In this picture the Livingston firefighter was waiting for the hose to charge with water from the fire truck. A few moments later the firefighter had the water needed to put out the fire. I liked the moment when the firefighter was looking back to the truck ready to do his job.

Technical details:
* Canon 5D Mark II with a 70-200, 2.8 lens.*
OUR MISSION:
To advance and sustain the news publishing industry in Montana.

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MNA Calendar

November
1 Deadline to complete the MNA Member 2015 Rate & Data Survey
3 Montana Newspaper Foundation 2015 Internship Grant application opens
21 Application deadline for the Montana Newspaper Foundation 2015 Internship Grants
21 Deadline to submit articles for the November Press Pass
27 & 28 Thanksgiving - MNA office closed

December
8 Montana Newspaper Association 2015 Internship Grants awarded
12 2015 MNA Better Newspaper Contest rules and instructions will be 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 The 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

Be prepared by knowing the law.
A good summary is contained in the brochure titled “Access in Montana,” available to you by contacting the MNA office.
We also encourage you to visit montanafoi.org and please use the “Ask a Question” form.

Thanks

- Dennis Swibold and his team of students working for the U of M School of Journalism’s Community News Service. Their profiles on candidates and stories on ballot issues are greatly appreciated by our member newspapers and readers.
- Dick Crockford, Publisher of the Dillon Tribune, for being the first to complete the MNA 2015 Rate and Data Survey.
- Our newest Associate Members: Milt and Gloria Wester, Publishing Consultants Inc. and the Montana Historical Society.
Jim Coulter  
General Manager  
Ravalli Republic, Hamilton

I was born in 1959 in Portsmouth, VA. We soon moved north to Baltimore, to join my father who had recently been promoted to a job in Maryland. We spent time in Cleveland, Baltimore and Philadelphia, often moving to the demands of my father’s career in industrial product sales and management.

After graduating high school in 1977, I took a year off to work at my father’s company. While his outside sales team wore nice clothes, drove new cars and went to long lunches with their clients, I was in the warehouse stocking shelves, emptying trash and loading trucks. It didn’t take long to think that a college career might be a great goal to pursue.

In 1982, I graduated from Frostburg State College, located in the quaint little mountain town of Frostburg, Maryland. With a BA in Sociology and a minor in Psychology, I was ready to serve! With absolutely no intention of ever going into sales, I pursued a career in social services by opening and managing group homes that served developmentally disabled adults in Montgomery County, Maryland, just outside of Washington, DC. While living inside the beltway is exciting and making a good living doing what you love is rewarding, I still felt a strong pull back to the mountains.

In 1985, I chucked it all and followed my older brother 2500 miles west to Missoula, Montana. With no job prospects, a rather large car payment, and less than $900 in my pocket, I decided it was time to give sales a try. I began working six days a week at a commission-based appliance and electronics sales job in Missoula. I found myself once again in a warehouse, loading trucks and emptying trash, but in between I had to also sell dishwashers and VCRs to make a paycheck. On the slow days it seemed like the only people coming through the door were sales people from the media companies around town. Again, the radio, TV and print folks all wore nice clothes, drove new cars and went to long lunches with the owner. I certainly didn’t feel like I was making progress.

It was time to take the next step: I interviewed and received a sales job at a local stand-alone FM radio station in Missoula. Eventually we grew, adding sales people, products and stations. In the mid-90’s, radio, TV and cable became deregulated by the federal government and the money began to flow. Locally-owned stations got purchased by investment groups and became “clusters.” Clusters got purchased by large media companies and often quickly sold to publicly-traded broadcast companies.

Ultimately, I found myself working for Clear Channel Radio in Missoula, which by 2007 owned over a thousand radio stations, almost a million billboards, TV stations, and numerous supporting products from entertainment agencies to venue rights. That all ended in 2008. It was simply the economy.

Having some experience with a local family-owned Mazda, Jeep franchise in Missoula, I began working in the wholesale/retail car business. It combined my passion for vehicles, sales and sales management. It also provided another level of education and sales training - that in my mind was the equivalent to a Masters degree. My time in the car business was fantastic!

In 2011, it was brought to my attention that The AUTOFINDER, a classified auto dealer publication that the dealership regularly used, was being freshened up and relaunched. The publication, produced by the Missoulian and distributed throughout western Montana, needed a project manager. I was asked to interview and was hired. After 17 years in radio sales and radio management, with a detour into automotive, I believed that this challenge was right up my alley. The AUTOFINDER experience gave me the basic foundation to take on the general manager position at The Ravalli Republic in Hamilton. It became quite the year of change.

In 2012, I married Stacy McCarthy, joined our families and purchased a home in the beautiful Bitterroot Valley town of Corvallis. Having made numerous contacts in the valley from my radio experience, it was easy to make the move 50 miles south. As quickly as I could, I joined the board at the Bitterroot Humane Association, where I am currently the vice president. That would also explain why Stacy and I care for eight little dogs, four goats and a cat.
The social worker in me naturally gravitated towards the non-profits, so in partnership with Ravalli County we host an easy-to-use, long-anticipated, absolutely free, valley-wide events calendar on The Ravalli Republic website. Offered by many communities, I am currently participating in a 12-month “leadership” program with others in the valley – a great way to get involved with the Bitterroot Chamber of Commerce and its members.

**Without a doubt, everything I have learned in the past has prepared me for my current role as general manager for The Ravalli Republic.**

At the same time, I’m very fond of the ancient Zen quote: “In the mind of the beginner all things are possible.” I find myself applying it daily.

**Team-building, an extremely efficient enterprise, has been very rewarding and feeds my competitive nature.**

I took the position as general manager knowing that I would receive an incredible amount of support from the editorial, production, and accounting staff in Missoula. This allows me to focus on the sales and business side of the paper in Hamilton. At the same time, I love the outreach and involvement with the community.

**For me, the biggest learning curve was the understanding and applications of our numerous digital products, grasping the opportunities, and then sharing that knowledge with our staff and clients in Ravalli County.**

In spite of that challenge, the team has more than tripled the mobile and desktop digital revenue in less than three years, while maintaining a higher than average CPM and sell-through rates among our peer papers.

**The newspaper brand in many small communities like Hamilton is tied to the people who work within the paper.**

The publisher, the editor, carriers, reporters and sales people are brand managers for The Ravalli Republic. We have an office located downtown on Main Street that is easily accessible and inviting to the public. Our team members all live in the valley and actively support and participate in numerous community events. And while our web presence is relevant, significant, and dominates all other media in the valley, we like to occasionally remind folks that their local newspaper has been continuously produced, five day a week, for the last 125 years.

**Our print and digital strategy goes hand in hand.**

We are in the problem solving business. At The Ravalli Republic, life is one big marketing challenge and my team is here to solve it! Call it ‘Sales 101’ because we all know that you begin with a needs assessment and every solution is a custom job. With that being said, virtually every solution bundles our mobile and desktop platforms, along with the newspaper, to deliver the widest and most engaged audience possible for our advertiser.

**My relationship with the MNA is a relatively new one.**

My goal for the next 12 months is to become more involved with the MNA and take advantage of the numerous educational opportunities that exist.

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**In Memorium**

Norma Marilyn Knisely Jarvi passed away at Grand Park, Billings, on Sept. 15, 2014. She was born in Hartville, Ohio, where she grew up on the family farm. At the age of 2, she contracted polio, but her family never let her believe she was different from anyone else. In fact, “it made me feel like I had to do better and work harder than anyone else,” she said.

She graduated valedictorian of her class from Marlboro High School in 1942 and went on to Kent State University, where she was editor of the college newspaper and graduated with a BA in Journalism. After a short stint working for a local newspaper, she packed her trunk and bravely headed west in 1946 to take a reporter position for the Carbon County News. Over the years she also worked for KRBN radio station and spent 23 years working for the MT Dept. of Revenue’s Appraiser's Office.

She retired in 1985 so she and Oliver could travel and play golf, and they made frequent trips to visit family across the country. She also wrote a weekly column for the Carbon County News and spent one day a week editing news stories for the newspaper. In 2006, Norma achieved a life-long dream when her book of poetry titled “It Was The Moon” was published.
Founding Dean Arthur Stone’s family reconnects with the J-School

When Kathleen Stone was in high school, she received an assignment to write an essay about a relative who had done something interesting. She asked her parents for advice and her father Andy told her that his great grandfather had started a journalism school somewhere up north, probably in Montana. Kathleen did some research and learned about Arthur L. Stone, the founding dean of the University of Montana School of Journalism.

Kathleen always loved writing. When the time came to look for a college, she decided to visit Missoula from her Salt Lake City home and immediately knew this was the place for her. She is now a sophomore in the journalism program and thriving. Her branch of the Stone family became disconnected when her great grandfather died and her great grandmother moved her children to California, essentially severing ties with the rest of the Stones.

About the time Kathleen was considering UM, then-Interim Dean Denise Dowling received a message from George Stone, Arthur’s grandson. George wrote that his sister, Ann, had some mementos of Arthur’s she wanted to give to the School of Journalism. Ann shipped a valuable Edgar S. Paxson watercolor and promised to bring other items to the centennial celebration in the fall of 2014. Ann died before she had a chance to come back to Missoula.

The Paxson painting was unveiled as part of the tribute to J-School deans during a weekend of celebrating the 100th birthday of the school. The monochromatic work, “Fording in Buffalo Skins,” was created in 1901 by Paxson. The appraisal calls it “an exceptional depiction of activity, done with sensitivity to the Native Americans he admired” and “one of his best works in this medium.”

Paxson moved to Montana from New York in 1877 and painted scenes from the Battle of the Little Big Horn and the Lewis and Clark Expedition. He’s known for his murals that grace the Missoula County courthouse and the Montana State Capitol building. His work is in great demand and his watercolors are rare.

Kathleen, her parents and her sister were on hand for the dedication on September 26. The painting will be on display in Dean Larry Abramson’s office in Don Anderson Hall this year before returning to its permanent home in the Montana Museum of Art and Culture.

Welcome New Associate Members
The stories behind the stories

By Darrell Ehrlick, Editor, Billings Gazette

Reporters Derek Brouwer will probably kill me for using this picture.

Newsrooms have lots of behind-the-scenes pictures of editors and journalists doing their jobs and occasionally goofing off. It’s probably what you can expect when an office has five full-time photojournalists and everyone here has been trained with a camera.

In other words, there’s plenty of evidence.

Those photos rarely make the paper because those same journalists learn: The news isn’t about us.

So, we stash a lot of these photos into files. The photos make an appearance at going-away parties or retirements. We stash the stories of our local adventures into our trivia-filled memories. We tell the stories again and again as we have a beer or go to lunch.

Here’s a secret: Veterans and journalists have the best on-the-job stories — in that order.

I don’t share this photo with you because I want to arouse Brouwer’s lifelong hatred of me, or give him proof of workplace harassment (printing pictures of an employee sleeping is probably not found as a recommended practice in any HR manual).

Yet, it’s the behind-the-scenes picture that I don’t think people would realize. This picture was taken at around 8 p.m., on a Tuesday night, in a hotel in Glasgow. Brouwer and Gazette Chief Photographer Larry Mayer hit the road at 4 a.m. and traveled to Malta to attend a Farm Service meeting about insurance for Montana’s Hi-Line, which was devastated by flooding in a freakishly bad August storm.

We traveled to the Hi-Line to survey the damage again — to hear the stories, to illustrate to the state and beyond just what our fellow Montanans are facing.

This isn’t a column looking for kudos. I don’t expect praise for simply doing the job that you expect and pay us to do.

Instead, I thought I’d share the story through a picture of a journalist who literally wore himself out on a 16-hour day getting the story. You didn’t — and wouldn’t — see it anywhere in a byline. Instead, Brouwer’s story was about the damage and the aftermath — the story that needed to be told, regardless of how long it took to get there or how many people he needed to interview.

He’s not the first Gazette journalist to collapse after a long day. He’s not the first Gazette journalist to rack up hundreds of miles. When you cover an area as large as the states of Illinois and Iowa combined, road trips and long days are just part of the job.

For those who would like to remember a different time in newspapers — maybe when the world and national wire services seemed more robust, or the paper’s staff consisted of grizzled veterans whose names were the stuff of household legends — I cannot argue that times have changed the look of The Gazette and how we practice journalism.

However, I have to disagree with those who believe that the same moxie, enterprising and dedication to the state have evaporated. Newspapers have changed, certainly. Show me a business that runs the same way it did 20 years ago. No one would expect or accept a 1994 model of any car today; I am not sure why you’d want a newspaper that would not change with the times.

We still have journalists who go after bigger stories than just the crime-of-the-day. We still have investigative reports that demonstrate serious community issues (for example, Eddie Gregg’s recent story package about methamphetamine’s growing threat in Yellowstone County). We still take time to write deeper, more thoughtful pieces that celebrate the community (for example, our YelCo52 series or our spotlight on permanent pieces of the Yellowstone Art Museum as it turns 50 years old).

continued >>

October 22, 2014
**New journalism fund seeks to enhance conservation coverage in the Crown**

Stories of climate, communities and conservation in the Crown of the Continent will be the focus of a new journalism fund at the University of Montana.

The Crown Reporting Fund will support graduate students in UM’s Environmental Science and Natural Resource Journalism program as they pursue stories in the Glacier National Park area of Montana and Canada. It will also fund a mentoring program that teams students with veteran editors familiar with the field.

The innovative mentoring model is made possible by a generous gift in memory of Ted Smith, a tireless and strategic advocate for climate change mitigation and biodiversity conservation. Smith, a leader of philanthropy and a former smokejumper, died hiking in the Mission Mountains in 2012.

The goal of the Crown Reporting Fund is to inform public understanding of landscape-level conservation, conflicting demands for natural resources and community efforts to build climate resilience in the Rocky Mountain region of Montana, Alberta and British Columbia.

“UM is uniquely situated in a world-class laboratory for environmental science and natural resource journalism,” Journalism Dean Larry Abramson said. “We’re looking to leverage the region’s natural systems, research programs and conservation initiatives to produce quality, on-the-ground reporting.”

While the students will report stories in the field, their mentors will recommend sources, edit drafts and help place the final product in a regional or national publication. Both students and their mentors will receive a stipend and travel funds.

“In our mentors, we are looking for professional journalists with a strong track record covering science, conservation or natural resource policy and management,” the J-School’s Graduate Program Director, Henriette Lowisch, said.

Each team will produce one in-depth story, with formats ranging from text features to photo, audio, video and multimedia packages.

In addition to providing practical training, the project aims to create networks of knowledge and common purpose between emerging journalists, research scientists, conservation advocates and other stakeholders in the Crown region.

Ted Smith’s family has provided funding to start the program with two teams for the 2015 cycle. Additional donations are being sought in support of the Crown Reporting Fund.

Now in its fourth year, the Master’s program in Environmental Science and Natural Resource Journalism trains the next generation of journalists to combine a sound understanding of science and policy with storytelling skills that engage broad audiences across diverse media platforms. For more information, visit http://jour.umt.edu/graduate.

**Contact:**
Dean Larry Abramson, (406) 243-5250, Larry.Abramson@umontana.edu
Graduate Program Director Henriette Lowisch (406) 243-2227, Henriette.Lowisch@umontana.edu

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**Stories continued from page 6**

Am I supposed to say this? Probably. You’d guess that if anyone would stick up for the staff or the paper, it would be the guy responsible for its coverage.

But another way of looking at it is this: Every day, I get to see the behind-the-scenes dedication, hustle and passion the staff members show. They do more than just what’s required, more than a job. I am privileged to be a witness, seeing folks walk away from family events, getting up in the middle of the night, or staying past the time the presses roll to get one last update online. And so that probably makes me the best person at The Gazette to remind folks that we still have reporters willing to chase a story until they collapse.

I couldn’t ask for anything more.

And, I couldn’t be prouder.
Postal Service needs real reform
Missoulian Editorial, September 30, 2014

Things are not looking good for the U.S. Postal Service. It posted a $2 billion loss for the quarter that ended June 30 – even after increasing its prices, and revenue, significantly. The independent agency has been struggling for years, and it’s only getting worse. During the same quarter last year, for instance, it lost “only” $740 million.

A postal reform bill is desperately needed. Unfortunately, the bills proposed in Congress so far would have gutted the agency’s essential services, and thus have died well-deserved deaths.

A successful postal reform bill would retain the delivery schedule and services that Americans rely on – especially the 60 million Americans who live in rural places where the U.S. Postal Service is the only reliable way to obtain prescriptions, medical supplies and other vital shipments.

And U.S. Sen. Jon Tester, D-Mont., is just the person to introduce such a bill, having helped Montana retain its post offices after the Postal Service proposed closing down several in the state just a couple of years ago.

Indeed, the Postal Service itself would still like to end Saturday delivery and shut down or consolidate some mail processing centers and offices. But more than anything, it would like to rid itself of its congressional mandate to fund future retiree health benefits – to the tune of $5.7 billion.

Somehow, it was supposed to come up with the money to pay this bill by the end of September – today. No surprise, the Postal Service says that it will be unable to do so.

This despite a postage increase this year that was more than three times the rate of inflation. After upping its prices, the Postal Service saw an increase in shipping and package services revenue of 6.6 percent. Its increase in the price of first-class mail more or less offset the loss in volume. But total operating expenses, and compensation and benefits expenses, increased as well.

Fortunately, last week, the National Newspaper Association announced that it is “working closely” with Tester to “get a postal reform bill passed in THIS session that will stop the Postal Service from further degrading mail service,” according to NNA CEO Tonda Rush. No bill has been introduced just yet, but the NNA reports that Republican U.S. Sen. Roy Blunt of Missouri has agreed to sign on as a co-sponsor with Tester.

Newspapers like the Missoulian have a special interest in postal reform, of course. The increased prices for mailed subscriptions don’t make our readers happy, and curtailments in mail delivery service erode the ability of newspapers to reach our customers.

Just two years ago, the Postal Service was set to close hundreds of post offices and mail processing centers, including some in Montana – and Missoula. Now, the USPS is moving ahead with plans to close another 80 facilities. Thankfully, none of these are in Montana – yet.

Currently, Montana counts 328 post offices to serve our rural and urban residents alike. Those residents who have experienced a problem due to disrupted mail delivery or service slowdowns in the past couple of year ought to seize this chance to share their story with Tester so he can use it as ammunition in the fight for meaningful postal service reform.

And while they’re at it, they should also thank him for taking up this fight. It’s of real concern to all Montanans, as well as to the millions of other Americans who live in rural areas.

Of course, Montanans could send a fax or email to Tester’s office. But to really drive home the point, we suggest you mail your comments via the United States Postal Service. Write to Office of Senator Jon Tester, 706 Hart Senate Office Building, Washington, DC 20510-2604

Digital Audience Manager Position — Billings Gazette

The digital audience manager will be responsible for the creative development and execution of short and long term enterprise roadmap for social media and email products. We are looking for someone who can define the vision for developing copy, visuals and templates to drive acquisition, frequency and engagement across Billings Gazette Communications digital product brands.

Responsibilities include document and distribute value propositions, identify opportunities and develop product requirements. Successful candidate will be detail oriented, be able to translate high-level business objectives into function specifications and provide constant and comprehensive status reports and updates. The candidate will manage digital promotions and launches, perform A/B testing, and fulfill feature requests. Required skills include extensive experience in HTML and Adobe Photoshop, and familiarity with writing and social media platforms. Must be able to interpret social media trends and have an understanding of API.

The Billings Gazette is an award winning paper that covers a huge portion of Montana and Wyoming. Billings is close to skiing, hiking, Yellowstone National Park and the Little Bighorn Battlefield. It’s growing and has an eclectic arts and music scene. It’s also the kind of place where you can get a great beer and pretty darn good meal. Billings has many of the things you’d want in a larger city, but you can still see the stars at night or find nearby trails to hike.

We offer an excellent benefits package, including medical, dental, vision, paid holidays and vacation. We are an equal opportunity employer. You can see our Web site at www.billingsgazette.com and learn more about our company at www.lee.net.
School of Journalism alums from around the world flocked to Missoula the last weekend in September to celebrate the school’s centennial. Nearly 400 celebrants packed Don Anderson Hall, the Adams Center and the Homecoming parade route to connect and reconnect with their alma mater.

An alumni showcase on Friday featured ten outstanding graduates of the J-School, telling current students and fellow alums about their careers. The audience heard about jobs ranging from documentary filmmaker to national radio correspondent, daily newspaper reporter to television technology and operations manager.

Dean Charles Hood was honored in afternoon ceremonies along with the eight other permanent deans who have helmed the J-School. Hood received the Distinguished Alumnus Award from the University of Montana and an afternoon reception in Anderson Hall featured remarks from President Royce Engstrom, Dean Larry Abramson, Faculty Emerita Carol Van Valkenburg and Charlie’s widow, Jana Hood.

A rare Edgar Paxson watercolor was unveiled Friday afternoon, with founding dean Arthur Stone’s great, great granddaughter on hand for the ceremony. Kathleen Stone, J-School class of 2017, spoke about why she was drawn to journalism and how she feels very much at home in Missoula because of the legacy left by her ancestor. The watercolor was donated to the school by Arthur Stone’s granddaughter, Ann, and will be on display in Anderson Hall for several months before returning to its permanent home in the Montana Museum of Art & Culture.

Later that evening, the Adams Center was packed with alums who said the arena had never looked so good.

Attendees ate and drank and conversed with classmates, faculty, staff and current students. Missoula Mayor John Engen ’88, hosted the evening’s program while Nate Schweber ’00, led the crowd in singing Happy Birthday before performing with the band.

Saturday saw dozens of participants hop on the school’s parade float where “newsies” handed out special editions of The Montana Kaimin featuring 100 years of the School of Journalism. The parade was followed by a tailgate party on campus and a large contingent attending the football game.

Alums who worked on The Montana Kaimin gathered downtown Saturday night to tell tales of their time at the student newspaper. The J-School’s oldest returning alum, Bill Forbis, was the editor of the Kaimin in ’38-’39. At 96 years old, Bill still remembers when Dean Stone stormed into the newsroom, saying anyone who had the guts to print a story about virginity among co-eds had the “balls of a Percheron stallion or a Methodist minister!”

Bill was escorted to the celebration by granddaughter Alie Kilts, who also graduated from the J-School. Kilts ’11, said she decided to come to the centennial events months ago, but just recently decided to bring her grandfather. Kilts said, “He’s 96 and hasn’t been on a plane in 10 years, so it was pretty exciting.” Forbis, Kilts and their family all said they had a great time in Missoula and at UM.

The weekend of celebration ended Monday evening with the T. Anthony Pollner Distinguished Lecture. Pollner professional-in-residence and former NY Times reporter William Glaberson talked about media leaks and the state of the profession to a standing-room-only crowd at the University Center Theater.
Joe Sova joins the Big Timber Pioneer

Although I’m a Wyoming native, I feel at home during my first few days living in Big Timber. I already have a feel for the close-knit nature of this community. I was hired by Yellowstone Newspapers publisher John Sullivan to take over operation of the Big Timber Pioneer – serving as editor, general manager and publisher.

Allow me to give you a glimpse of my background, specifically my involvement in the media. My first newspaper job was in the early-80s, working for the daily Riverton Ranger in Riverton, Wyo., in classified advertising. After a short time, I moved into display advertising at the Ranger. With my love of — and involvement in — sports, I thought it would be fun to be a sports writer. The publisher gave me a shot at the sports editor position at the Ranger.

A large part of my newspaper experience has been as an editor, managing editor or sports editor. I was also news director and sports director at a radio station in Riverton. In the late-’90s, I got back into the newspaper business — spending time at newspapers in Spokane, Wash., La Grande, Ore., Emmett, Idaho, and Columbia Falls, Mont. My wife and I still own a home in Columbia Falls. Before coming to Big Timber, I was editor and publisher of the Thermopolis Independent Record for more than four years. When the weekly newspaper changed ownership July 31, it was time for me to move on to another challenge, and here I am back in Big Sky Country.

The local newspaper, especially in small towns, should be the “eyes and ears” of the community. I understand that the BT Pioneer has a good reputation for that and I will do my best to keep that going. We’ll continue to need your assistance in presenting news and lots of photos. We are unable to do that without input from community members. Now that the Pioneer is again fully staffed, our posture is to “cover the news” in a way that the community and neighboring area deserve.

Scott Ingersoll joins Carbon County News

The Carbon County News would like to welcome the newest member of its staff, Scott Ingersoll, who has accepted the position of director of advertising sales. Scott brings to his work a wealth of experience gained in a long and distinguished career in publishing here and abroad. An award-winning journalist and graphic artist, he was president and CEO of Ingersoll/Bosse Associates, Inc., publishers of City Guides throughout the United States. “I have strong family connections in this part of the world,” he said, “and an abiding love for its history and singular physical beauty. I very much welcome the opportunity to work with the business community here in Red Lodge and throughout Carbon County.”

Yellowstone County News change of ownership

Johnathan and Tana McGiven recently purchased the Yellowstone County News from longtime owners Peter and Becky Tescher Robison.

McGiven plans to offer an updated digital version of the newspaper and is looking for a new office space.

In-depth reporting pays off

By Great Falls Tribune Editorial Board

September 23, 2014

There are plenty of shallow things in the media today, from 15-second news blurbs to amusing online cat videos to celebrity news reports and tweets.

Then there is the time-consuming investigative reporting that gets below the surface to shed new light and effect change, such as an article published Sept. 17 in the Tribune by retired newspaperman Eric Newhouse.

The story told about a U.S. Veterans Affairs psychologist in Helena reprimanded by the Montana Board of Psychologists for failing to provide an adequate standard of care to a veteran suffering from post-traumatic stress disorder.

Newhouse, as you might recall, held several editing positions at the Great Falls Tribune and in 2000 won the Pulitzer Prize for explanatory reporting for a yearlong series of stories on the damage alcohol abuse wrought in northcentral Montana.

Newhouse retired from the Tribune in 2010, but not before he began writing about the suffering of U.S. military veterans beset by post-traumatic stress disorder, a condition known during 20th century world wars as “shell shock.”

A U.S. Army veteran, Newhouse still writes a little about alcohol issues, but he has concentrated largely on the plight of veterans, an issue in the limelight today as the Department of Veterans Affairs struggles to provide...
care to military personnel devastated by attacks in Iraq and Afghanistan, and to aging Vietnam War veterans.

“I’m really pretty well focused on vets these days, violence-induced trauma,” he said.

To Newhouse, the VA hospitals and clinics depend too much on traditional group therapy and prescription drugs, when it would be better to become more creative through innovative therapies.

He said Tuesday he would like to see someone head the VA as a “change agent” to help veterans more easily receive treatment they need to lead a useful life.

Newhouse checked into the case of Charles Gatlin, a University of Montana graduate student who was “getting nowhere with the VA” in trying to get help for his disorder.

The former infantry captain was rated at 70 percent disabled by post-traumatic stress, but the VA eventually dropped Gatlin’s score to 10 percent.

“It was important for me to intervene and for the Tribune to intervene,” Newhouse said.

The state board directed the psychologist to reverse his finding and to find a qualified neurologist to look at Gatlin.

“I found it remarkable that the licensing board took the steps that it did,” Newhouse added.

We think it’s important for the Tribune to offer probing stories that can make things better, especially for veterans who risked life and limb to protect the nation.

“The system can change,” Newhouse said. Often, the system needs a nudge.

Forever thankful! Valley Journal celebrates 10 years

By Boone Goddard, Valley Journal

How do you start to thank the many thousands of people and businesses who have contributed to our community newspaper? Where do you start? Well, let’s start with you, yes you, the individual reading this column. Thank you! Okay, now only several thousand more and we’ll be getting close... maybe to save on space and time I’ll come up with an analogy to describe how important you are to this newspaper. Think of the community as a giant jigsaw puzzle. No, I don’t like jigsaw puzzles, let’s go with a giant cookie, yeah, cookies are better... several key ingredients make this delicious treat and without all of them, a cookie wouldn’t be so sweet.

The same is true with your community newspaper. Without advertisers we couldn’t have printed and distributed 520 consecutive issues of the Journal. Without our 17,000 plus readers each week those advertisers wouldn’t be getting a return on their investment. Without readers sending us press releases, news tips, letters to the editor, calendar items, classified ads and shopping at local advertising businesses, this giant cookie would go flat. You see, we can’t do this without you; we need you. You are a key ingredient to this business’ success.

Thankfully, from week one we hit it off like a couple of old souls, working side-by-side and growing this mutually beneficial relationship along the way.

Quite often I am stopped by readers who, after thanking me for printing the local newspaper, nearly always ask how we put the paper out for free. I guess the short answer is: it’s not free. You pay for a copy every time you shop at one of our local businesses. As for thanking me, please instead thank our advertisers and encourage other businesses you shop with to advertise with us. This is the single biggest thing you can do to help this paper continue to grow. Local businesses have many marketing options available to them and when they invest in the Journal they are investing in you. Please continue to shop locally.

Saturday, September 20, marks the completion of our 10th year at the Valley Journal. Although many newspapers have been around longer, starting and running a locally-owned newspaper (without corporate backers) in today’s world is becoming a much more difficult challenge. The fact that we have not only made it – but have grown by leaps and bounds – speaks volumes to the great community following we have and the want and need for quality local news. We have become the best-read newspaper in Lake County because of you. It has been an honor and a privilege from day one and we’re looking forward to many years to come.

We are Your Homegrown Newspaper and, with full hearts, we thank you!

Do the word

from Seth Godin’s blog

It’s possible to bend language to your will, to invest extraordinary amounts of effort and care to make words do what you want them to do.

Our culture celebrates athletes that shape their bodies, and chieftains who build organizations. Lesser known, but more available, is the ability to work on our words until they succeed in transmitting our ideas and causing action.

Here’s the thing: you may not have the resources or the physique or the connections that people who do other sorts of work have. But you do have precisely the same keyboard as everyone else. It’s the most level playing field we’ve got.

The first step is to say it poorly. And then say it again and again and again until you’re able to edit your words into something that works.
We’re Working to Earn Your Loyalty and Friendship ... Be Here for Us & We’ll Continue to Be Here for You!
Daniels County Leader—September 18, 2014

If the editor-printer of the Flaxville Democrat newspaper hadn’t gone on a drinking binge and never showed up again for work, the Daniels County Leader might not be owned and operated these days by the third generation of the Bowler family.

Burley Bowler originally was a journeyman watchmaker who served his apprenticeship as a youth in Ontario, Canada, coming west to Saskatchewan in 1909. He first visited Scobey in 1913 with the idea of setting up a jewelry business, but plans did not work out. He was in Whitetail in 1914 and in 1915 he had a watchmaking bench at the Pooler Drug Store in Flaxville and was helping out at the Democrat in his spare time.

Then occurred the binge, and someone had to step in and get the newspaper out. Thus and there began Bowler’s colorful newspapering career, which he entered into by accident.

It was no accident, however, when the Daniels County Leader celebrated its 92nd anniversary last month at its present location at 214 Main Street in Scobey. Through fires, libel and damage suits, rough and tumble political battles and hard times, the Daniels County Leader found a way to persevere and survive.

After his stint with the Democrat, Bowler later was editor and/or manager or worked for the Daleview Courier, Flaxville Hustler, Madoc Recorder, Plentywood Pioneer Press and Williston Herald. He owned the Antelope Independent from 1917-19.

He was working in the Scobey Sentinel composing department when the newspaper’s editor had been directed by one of the board of directors to publish an editorial involving the school, which boomeranged and the editor left town. Bowler was put in as editor. In 1924, however, in a disagreement over policy, he left the Sentinel, borrowed a thousand dollars from the Citizens State Bank and bought the Daniels County Leader.

The Leader was started in 1922 by Carl Spurrier, who had made an attempt to grow the Whitetail Courier, but it was short-lived. The Leader became a continuation of the Courier, so it says in the masthead of the Thursday, November 9, 1922 Leader, which was Volume 1, Number 40, the oldest known Leader currently in this newspaper’s archives.

In 1923 the Leader was bought by Joe Dolan and, as mentioned, he sold it to Bowler in February 1924.

It was on Tuesday, July 8, 1947 a lightning bolt struck the Leader building and started the blaze.

The front-page headline of the Thursday, July 10, 1947 Leader read: News Almost Too Hot To Handle This Week. “... a brief but terrific electrical storm starting about 9 p.m. which topped anything ever seen in Scobey,” the news story reported. “The climax came about 9:30 p.m. when the fire department was called to the Leader where the front office was a raging inferno. Quick action by the firemen saved the general structure of the building and the upstairs apartment. Everything was destroyed in the front end, while in the back end intense heat melted all rollers from the presses, gummed up and corroded other precision machinery and made even publishing this small issue little less than a minor miracle.”

The story, written by Larry and Leader employee Micky Lyle, ended this way: “Sorry, folks! That’s all. Time is
running out. You are certainly welcome to your nickel back for this issue” (which was just 2 pages).

In the fall of 1955 the Leader moved its operation to the corner of 23 Main Street in Scobey, when Larry purchased the old First National Bank building from Otto King and Dr. T.W. Collinson.

In 1958 Burley and Larry dissolved their partnership when Larry bought out his father’s interest in the Leader. Burley, however, continued on as the newspaper’s publisher while Larry was owner and editor.

On May 9, 1963, after two years of planning, arrangements for equipment and plant rearrangement, the Leader changed over to offset printing, enabling it to do its own photography, picture processing and plate making in its new plant.

The May 9, 1963 issue was the third time the Leader had been late in the mail since 1946, prompting Larry to come up with the motto: “In the mail, without fail, every Thursday morning.”

The Leader has never been late since!

The lead headline of the December 21, 1967 Leader read: Burley Bowler, 77, Meets His Last Deadline Monday.

Burley died on December 18 at the hospital in Scobey. He had entered the facility on November 26, 1967 in the terminal stage of cancer.

When he learned he had cancer, about four years prior to his death, Burley said, “Hell, I’ve been in worse spots than this before in my life. Did you think I planned to be a hundred and fifty years old?” He wanted to go down swinging, Larry wrote in the news story of his father’s death, and mercifully, he did.

Among many local, statewide and national accomplishments, Burley eventually became a member of the Montana Newspaper Hall of Fame in 1976.

With the death of his father, Larry became the publisher of the Leader, in addition to his duties as owner and editor.

Twenty-nine years later, in 1996, just like his father did with him in 1945 (editorship) and 1958 (ownership), Larry turned both, plus the publisher title, over to his son, Burley R. Bowler, creating the third generation of a Bowler owning and operating the Daniels County Leader.

Larry retained the title of publisher emeritus until his death by cancer on January 21, 2000 at age 83.

The January 27, 2000 headline on the front page of the Leader announcing Larry’s death was similar to that of his father’s 32 years prior: Leader Publisher Meets His Final Deadline.

Like his father, Larry was also inducted into the Montana Newspaper Hall of Fame. It occurred at the 2005 Montana Newspaper Association annual convention in Dillon, which was attended by his eldest son, the late Printer, Burley and a few family friends.

On Thursday, November 30, 2006 fire once again struck the Daniels County Leader. Somewhere in the vicinity of 5 a.m. with the temperature dipping below zero, a fire started in the basement at the base of the chimney where the flue pipe from the coal-fed furnace entered the chimney. A buildup of fly ash at the base of the chimney blocked proper venting of the heat and smoke, ultimately starting the building on fire.

It didn’t look like it on the exterior of the building, but inside the fire reduced seven computers (two brand new), two computer printers, a brand new full-color copy machine, a fax machine and telephones to warped, unusable pieces of plastic. All four printing presses suffered extensive damage. Broken glass and debris littered the floor and settled on desks and chairs. Water used to extinguish the fire froze in the trays of the presses that usually hold ink. Everything smelled of smoke.

By mid-afternoon, anything important that was salvageable was moved next door to the Leader Signs & Designs shop, a former tavern.

Levi Bowler, son of Burl, was informed of the fire at 6:30 a.m. the morning of the fire and drove from Kalispell to Scobey, arriving at 8 p.m. the same day. By mid-afternoon the next day he had hooked up a partially-functional computer network – loaners from the community – and by Saturday it was fully functional. He also began electronic data retrieval from the burned computers.

With the entire Leader crew working right through the weekend, by Tuesday, December 5, at 12 noon, a 12-page newspaper was ready for transport to The Herald-News in Wolf Point, where it would be printed (shades of 1926?). Without missing a beat, the Leader was still “In the mail, without fail, every Thursday morning.”

The Leader continued to be printed at The Herald-News over the next six months, before being printed again in Scobey, starting with the May 31, 2007 issue. In addition, Ward Grewe and Kelly Siefert at The Print Shop in Glasgow lent a big helping hand by doing much of the Leader’s job printing for six months after the fire.

The stay in the tavern lasted exactly 126 days, and on Thursday, April 5, 2007 the move was made to 214 Main Street in Scobey, the former Leibrand’s Service building across from the U.S. Post Office.

It’s big, it’s bright and it’s a beautiful beginning to a new chapter of the life of the Daniels County Leader.

The current staff of the Daniels County Leader includes: Burl Bowler, who got his start at the previous location cleaning the coal furnace in first grade, graduating to printing at age 12 and now Publisher/Editor-In-Chief; his wife Roz, who started with the newspaper in June 1972; Milton Gunderson, editor, who clocked in September 1957; his wife, Jere Lee Gunderson, who helps get the paper out on Wednesdays, among other things; Vera Lynn Trangsrud, who has been employed by the Leader from September 1990 to December 1993 and from April 2001 to present; and Mike Stebleton, who began working at the Leader in October 1996.
Statewide Advertising Program Updates: What would you do with the extra revenue?

October’s MNA Statewide Stars are the Laurel Outlook, Lewistown News-Argus, Bitterroot Star (Stevensville), Sanders County Ledger (Thompson Falls), Cascade Courier, Whitehall Ledger and Blaine County Journal, News Opinion (Chinook).

The Statewide Classified Advertising Network (SCAN) and Statewide Display Advertising Program (SDAP) have expanded to be used more and more throughout the state and even by advertisers out of the state to advertise everything from a ranch for sale in Reed Point to a concert in Columbia Falls!

Here is an example of a successful SCAN ad sold by the Fallon County Times in Baker to a local business that has been running several times in the past months...one ad, one client, no changes, multiple insertions, $1,053 paid in advance revenue!

LOOKING FOR A TRUCK DRIVER TO HAUL WATER AND SEPTIC. Must have a Class A CDL with a clean driving record. Competitive wages, starting wage $22 DOE. Benefits: Health insurance, dental, and paid holiday. Set schedule, seven days on and seven days off. B & B Septic Services, Inc., 3604 N. Hwy 7, PO Box 1514, Baker, MT 59313-1514; Allan or Trish Barth 406-778-2599. Please send resumes to: bnbseptic@midrivers.com or fax to 406-778-2590.

The statewide ad program is easy to get started if you haven’t yet participated. Contact Randy at the office to be included as a participating member newspaper. To help promote your newspaper’s participation, take advantage of the sales materials available in electronic form from the MNA FTP site. They can be found in the folders labeled SCAN & SDAP Sales Materials and SCAN & SDAP Promo Ads and Customizable SDAP & SCAN Promo Ads as these can easily be customized for each respective newspaper.

MNA will continue to share successful statewide advertising stories, tips and incentives to recognize and build the statewide advertising programs. Contact Kev Campbell at 406.443.2850, campbell@mtnewspapers.com to share your comments or to praise a co-worker for his or her success. Thank you!
That lazy, indolent, pleasure-seeking, mercurial generation. A group characterized as loving rewards but rejecting correction. The generation that the executives of yesterday cringe to see populating their hiring pools (in only six years, 46 percent of the workforce will be Millennials). But is this cynicism fair? Do Millennials really live down to these debased expectations?

**A very different picture, statistically**

The truth is, thankfully, surprising.

Statistically, a very different picture of Millennials is painted: according to a study by PwC, it is a complete myth that Millennials lack the work ethic of their older counterparts. Millennials are even said to place a higher emphasis on meaningful and individually rewarding work than on larger salaries; meaning higher employment rates and lower corporate employment costs.

And Millennials are adept at the one force sweeping and reengineering society: the internet. Pew Research found that a staggering 81 percent of Millennials are on Facebook (with a median friend count of 250). With these budding aspirations and avid technical skills, what better way to expand market prominence and corporate presence than to hire a Millennial?

But attracting Millennials to your organization is no small task. Here are three tips to help you recruit GenY like a champ.

**1. Social Media: A force to be mastered**

Beware the vague job posting thrown on the normally dormant corporate Twitter account. Or the Facebook page with no face that lists a vague career opportunity. Appealing to Millennials is all about being personable and approachable, and incorporating social media in an effective manner.

Here are two tips to keep your recruitment endeavors to-the-point and appealing to the younger generation:

* Always update. Easily the most important factor in maintaining a popular and well-received recruiting page, regardless of what channel it is through. Even updates once a week are enough to entice Millennials to approach you. Just make sure you are updating.

* Display your company’s character. Have a face. Show them what permeates the culture of your office: from the corporate dodge ball game held once a year to your company’s team picture. It doesn’t matter. Just make sure you show real people, lest you get tossed into the bin containing all of the other indistinguishable white-collar corporations.

**2. Flexibility — and then some**

Do you have a device policy at your office? Are many employees at your office on set work schedules? Do any of your employees work remotely, or have the option to?

Millennials love flexibility. They love the BYOD thing, the ability to work when and where they want, and the ability to blend their personal lives into their work.

Incorporating these into your work options will add significant allure to your career opportunity, as well as allow Millennials to get out of the office more and experience the world: a place brimming with ideas and an environment conducive to creativity. Why have employees commute to your office when the same or even better work can be done elsewhere?

Millennials are also more entrepreneurial, and you should be, too. Be open to new opportunities; be willing to see thing in a different light. Be willing to implement standing desks, or to stock the office fridge with Red Bull. Millennials love to reside at the forefront of workplace trends.

**3. Satisfy their ambition**

Millennials are very likely to be ambitious, according to a study done by the Kenan-Flagler Business School at the University of North Carolina.

With this comes a need for advancement and growth opportunities. A great way for you to offer this is through training and development options, as well as employing coaches or mentors. Both will give your prospective Millennial the time to self-evaluate his or her own abilities, and time to grow and succeed in crucial areas.

According to the International Coach Federation, employing a coaching system in your business can increase employee work performance up to 70 percent. Even eLearning systems can fill this coaching void: by offering a distributable learning management system that is accessible on many platforms and devices, companies can cater to the flexible and device-inclined Millennial generation.

And finally, have a clearly defined career path. Let Millennials know where they are going and how they can get there. Clarity is crucial in cultivating a productive and effective workforce, especially for a thoroughly pragmatic younger generation ready to use the fastest means possible to accomplish their goals.

**The GenY economy**

So, don’t be reluctant to hire a Millennial. They are ready to work and will bring skill and expertise to any field. You may even find that this stigmatized generation is the key to revitalizing your business.

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