Garrett Hanson of Helena, Mont., second-guessing his choice of cow during the wild cow milking event Sunday, Aug. 31, at the Helmville Rodeo.

This was my first year taking photos at the Helmville Rodeo for the Pathfinder. Helmville is right on the edge of our coverage area, but the event draws a lot of local riders so we cover it every year. Wild Cow Milking is the final event of the day and is usually quite entertaining as some of the top riders attempt to catch and milk the cows. I was following Hanson and his partner with the camera because I could tell the cow they had picked was determined not to give up any milk without a fight. I knew when it was over that I had gotten a great photo, but didn’t realize till I got home that night how much I liked it. I had to talk Andi into putting this photo on the cover. We both agreed that the standard bull or bronc rider that every paper uses as the lead photo wasn’t going to happen this year, but she liked the action of the calf roping photo. The expression on Hanson’s face as he stared down the cow was priceless and won out for the cover. I knew we made the right choice when I was delivering papers to the newsstands and someone who was at the rodeo told me, “THAT is Helmville Rodeo!”

The photo was taken with a Canon 60D paired with a 70mm-200mm F2.8 lens.

Judge’s comments: Anyone who has dealt with longhorn cattle knows this feeling. There is no doubt what this man is thinking - great job of capturing it. Photographers don’t always get to choose how images are cropped or where they are placed - running bigger made the difference in this category where so many of the entries were underplayed on pages.
Introduction of Jacques Rutten, MNA president

It is a few months earlier than I had planned to do this, but I’d like to introduce myself as the new president of the Montana Newspaper Association.

My term in office was supposed to begin in June, but with the recent resignation of Matt Bunk from his position at the Missoulian and the MNA, I get a little head start on my time as president.

First off, I’d like to thank Matt for his service to the MNA and wish him well in his future endeavors. Second, I’d like to thank all of you for being part of this great association, which has been serving the newspapers of our state for 131 years.

Like many people, I stumbled into a newspaper career somewhat unexpectedly, but soon realized it was where I was meant to be all along. For the past 19 years, as a reporter, editor and publisher, I have had the good fortune of being involved in community journalism in one way or another. Looking back now, I can’t imagine another career that would have been as challenging or rewarding.

My wife Kristin and I worked alongside each other in the newsroom of the Lewistown News-Argus for several years, and together we have four children. People occasionally ask if I would encourage my own kids to pursue a career in the newspaper business. My answer is always an emphatic YES. That is my way of saying I think the future of our industry is bright.

But we do face some serious challenges. Each year, it seems, new and bigger threats emerge. That is one of the reasons I believe the Montana Newspaper Association serves such a vital role. It is the single entity that unites all 83 of our member newspapers and leads our efforts to advance and sustain the news publishing industry in Montana. My eight years on the board of directors has only served to reinforce the importance of the MNA and why we must ensure its growth and survival.

We have a great staff at the headquarters in Helena and a dedicated group of directors and officers. With your help, I am confident we can take on any challenges that come before us.

Thank you for the opportunity to serve as president of the Montana Newspaper Association.
**MEMBER PROFILE**

**ROGER AND ERIN DEY**  
Co-owners, Blackfoot Valley Dispatch

**Born, year & place:**  
Roger - 1968, Kalispell, MT  
Erin – 1974, Fairchild Air Force Base, WA

**First newspaper job:**  
Roger - Photographer for the MSU Exponent at Montana State University - 1996  
Erin – Bookkeeper for the Townsend Star, Competitor News, 1999

**Family:**  
Erin and I were married in 2007 in Lincoln, where she grew up.  
Erin – My mom lives in Helena/Lincoln, my stepdad lives in Lincoln, my sister, niece and great nieces live in Helena.  
Roger - My parents live in Missoula with my sister Kathy, who works in child care. My brother Ken lives in Boise and is the spokesman for Simplot.

**Education:**  
We both graduated from Lincoln High school.  
Roger - I graduated from Montana State in 2000 with a bachelor’s degree in photography, which means I learned all about film just in time for the digital photography revolution. I am also a graduate of the Defense Information School at Fort Meade, Md.  
Erin- I graduated high school in 1993, am a self-taught bookkeeper and and have been self-employed for 22 years.

**Community involvement and diversions:**  
Erin – I have been the treasurer for the Lincoln Valley Chamber of Commerce for three years and I am the chairperson for the Lincoln Heritage Alliance. Roger – I’m a board member with Blackfoot Pathways: Sculpture in the Wild, and recently became a board member with Upper Blackfoot Valley Historical Society.  
When we have time, we both enjoy photography, travel, four-wheeling, camping and antiquing.

**How did your career lead you to where you are now?**  
Roger - I bought an SLR, practicing photography as a hobby while I was on active duty in the Army. While stationed in Korea, I realized that’s what I really wanted to do. That led me home to Montana to MSU. I graduated in 2000. I also served in the National Guard and in 2003 I switched from the Army Guard to the Air Guard and switched specialties to work as a photographer with the 120th Fighter Wing. That got me back up to speed on digital photography. At the same time, I worked at Malmstrom Air Force Base (as a civilian) as lead photographer at the base photo lab. I returned to the Army Guard in 2006 with the 103rd Public Affairs Detachment, which took me to DINFOS and ultimately, in 2010, to Camp Victory, Iraq. At Camp Victory, the 103rd published the weekly Victory Times. I returned to Montana with no permanent job and Erin commented that it would be nice if the BVD were for sale. It was. On April 1, 2012, we became the owners.  
Erin – Roger came home from Iraq unemployed, so we bought him a job and moved back to Lincoln.

**What’s the most important thing you learned along the way that prepared you for your current role?**  
Roger - Hands down, being thrown headfirst into publishing the news for Camp Victory was the most important. Despite showing up at 3 a.m. with our proofs bleeding red, Master Sgt. Tim Volkert (ret.) with the III Corps Public Affairs shop made sure we were doing it right, and his critiques taught me a staggering amount about editing a news publication.  
Erin – Knowing the bookkeeping side of the business.

**What aspect of the job do you find the most rewarding?**  
Roger - Informing residents and relatives about the events affecting the Upper Blackfoot Valley is the most important thing, but for me the most rewarding thing is one of the things that originally drew me to photography: recording history. Lincoln is at a critical point in determining what its future will look like, and I like the idea people will be able to use the BVD in the future to understand how the town developed.  
Erin – Being able to be here in Lincoln, providing a great service and watching and helping groups of people further Lincoln with great projects like Sculpture in the Wild and the new river park.

**What aspect of the job do you find the most challenging?**  
Roger - Fighting burnout. In addition to the weekly demands of covering stories, writing, editing and designing the newspaper, we also run a printing business, so it gets to be a grind at times. That, or the fact that I’m a truly horrible typist.  
Erin – Getting businesses to understand that advertising is an investment in their business, not an expense, and that people need reminders of the goods and services local businesses provide. This is a small town, and some business owners take for granted that locals will use their business.

**What have you done to enhance the brand of your newspaper in your area?**  
About a year after buying the business, we switched from a newsletter format printed in-house on a Risograph and ink jet printers, to a tall tab format on newsprint.
Profile Continued from Page 3

printed by Rivers Edge. Moving away from the old format signaled to our readers and the community that the Dispatch was a legitimate newspaper and not just the town’s “little newsletter.” That, in addition to covering a wider array of stories, boosted our subscriptions by about 40 percent.

What is your digital strategy right now?

To develop a digital strategy. We created the first website for the BVD shortly after we took over, but as one of the state’s smallest newspapers we haven’t had the resources to develop an effective digital presence.

What is your print strategy right now?

Our current strategy is to keep our focus local and to expand our coverage of local events and government activities, as well as providing interesting features about the area, its residents and its history. That will mean growing our ad revenue – which is always a challenge – and at some point increasing our production staff, which is currently limited to me and our part-time writer, Hope Quay.

How does the MNA serve you and your newspaper?

In many ways, being a member of MNA has allowed us to be taken more seriously as a newspaper. It’s also helpful to have an organization to turn to when we come up against an issue in journalism, or the newspaper business, that we may have questions about.

Montana scores a major Sunshine Week victory

Independent Record, March 17, 2016

Despite Montana’s shortcomings when it comes to open government, the state scored a major victory during Sunshine Week.

In a report released in March, which came amid a nationwide initiative promoting open government and freedom of information, the National Institute on Money in State Politics awarded Montana an A grade in a review of campaign finance transparency policies in each state.

Overall, Montana earned nearly 16 points more than the national average with a score of 92.5, ranking ninth-best in the country for campaign finance reporting and disclosure. The state received perfect scores for data it requires candidates to include on campaign finance disclosures filed with Commissioner of Political Practices Jonathan Motl.

Nearly one-third of the total points awarded to Montana are a result of the recently passed Disclose Act, a contentious, but necessary, law that seeks to bring more transparency to election spending.

The new legislation requires more organizations to disclose their donors and spending, restricts coordination between candidates and outside organizations, and requires candidates to file same-day electronic disclosures of their contributions. In a state with a history of corruption dating back to the days when powerful “copper kings” outright bought state elections, the legislation shines a light on dark money, which makes it much easier for members of the public to see who is trying to influence their decision at the polls.

The approval of this law was a big step in the right direction for Montana, and we encourage our state’s leaders to keep the ball rolling.

One of the main reasons for our state’s transparency weaknesses is a simple lack of attention to the problem. Many of the state’s transparency issues have never been challenged or clarified, probably due in large part to Montana’s small population, but the Legislature’s recent victory with the Disclose Act proves it is possible to improve the laws on the books if enough people get behind the effort.
Senator Steve Daines recently recognized the eighth grade class at Big Timber Grade School for taking over the writing for the Big Timber Pioneer newspaper.

The Big Timber Pioneer participated in Newspapers in Education Week and the lucky new young writers were the eighth graders of the Big Timber Grade School. This very special edition of the newspaper was a compilation of stories written—and pictures taken—by the individuals. There are 38 students in the class and they all wrote an article.

“Our eighth graders worked very hard on this edition. Lindsey Kroskob at the Pioneer was phenomenal! The special edition was her idea and she supported us every step of the way,” Kathy Morgan, an English teacher at Big Timber Grade School stated. “This was a great lesson for our students on how to conduct an interview, take accurate notes, and meet deadlines. Most of the students really took this assignment seriously and they worked very hard to create articles they were proud of. We really have an amazing group of eighth graders at Big Timber Grade School. This project wouldn’t have been possible without their diligence and strong work ethic. It was a great project and we look forward to working with Lindsey and her staff in the future.”

“This project was very near to my heart, both as a journalist and as a young student who found her passion for journalism by chance in the classroom. Our world and the industry have changed drastically in the last two decades,” Lindsey Erin Kroskob, editor and general manager at the Big Timber Pioneer stated. “The way Americans connect with their news is radically different. Community newspapers are the stronghold. The Big Timber Pioneer, and newspapers like it, thrives because we strive to reflect that heart — the heart of our communities. This project is a perfect example of that. The eighth grade students and their teachers, Kathy Morgan and Tami Mehus, took my idea and solidified it. They showed enthusiasm, passion and courage in their willingness to put their work in front of the public. I’m humbled to be recognized alongside them and grateful to Senator Daines for highlighting the significance this project held for our community.”

Montana Historical Society

The Montana Historical Society is pleased to offer a new online resource for Montana history. More than 352,000 pages from 44 Montana newspapers dated 1885-2014 are now available on MONTANA NEWSPAPERS, a freely-accessible, full-text searchable database and web site available at URL: montananewspapers.org.

The new site, designed specifically for digitized newspapers, offers more effective search, browse, and display of newspaper content. The content in MONTANA NEWSPAPERS was previously available on the Montana Memory Project. The Montana Memory Project continues to offer thousands of digitized photographs, manuscripts, and books related to Montana’s heritage.

Funding for MONTANA NEWSPAPERS was provided by the Montana Historical Society, the Montana State Library, and libraries and other contributors across the state. Montana’s participation in Chronicling America was made possible by grant funding from the National Endowment for the Humanities.

In addition to developing and publishing this new resource, the Montana Historical Society is now offering a new service to the state. The Society’s Digital Services Group will work with Montana communities to digitize more of Montana’s historical newspapers. Interested parties should contact mhsdigital@mt.gov.
Though Brock Osweiler didn’t play a single down in the Denver Broncos’ 2016 Super Bowl victory, a few members of his hometown press were still on hand to document the experience of the backup quarterback.

Flathead Beacon writer Dillon Tabish and photographer Greg Lindstrom flew from Kalispell, Montana, to Santa Clara, California, to follow the local hero. They talked with Osweiler’s parents and recapped the journey Osweiler began as a promising young athlete from the Flathead Valley.

Weekly local newspapers rarely have the financial resources to send reporters to the next city, much less to an event as big as the Super Bowl. But from the top down, the Flathead Beacon isn’t typical.

For one thing, the publication is owned by Maury Povich—yes, that Maury Povich—and though the daytime television celebrity and his wife, Connie Chung, haven’t given the editorial staff a blank check, he is passionate about seeing the paper thrive.

“Maury and Connie really emphasize that the Beacon should be a must-read every week,” Tabish said. “They put their money where their mouth is by giving us the opportunities and resources to make that possible.”

On his drama-fueled syndicated talk show, Maury Povich plays the same center in a collection of cheating spouses, over-the-top rebellious teenagers, and enraged mothers demanding that ex-lovers acknowledge paternity. To his friends, though, it was Povich’s dream of starting a weekly newspaper in 2007 in a far corner of Montana that was truly crazy.

“A lot of people said to me, ‘You’re going to do what? Start a newspaper now, when newspapers are closing?’” Povich said. “People thought I was kind of nuts.”

But Povich started his career in local journalism, as a television news anchor, and his father, Shirley Povich, was a legendary sportswriter for The Washington Post. Creating a new outlet for traditional local journalism was a way to honor his father’s legacy, Povich said.

He chose Kalispell, which was already served by a local daily, as the base for his new enterprise because he and Chung had bought a home in the area in 1998. They hired Kellyn Brown, then a 28-year-old city editor at The Bozeman Daily Chronicle, to launch the paper. The first edition of the Beacon, totaling 24 pages, was published in May 2007.

Since then, the Beacon has grown from a staff of seven people to more than 20 employees, with five and a half newsroom positions. The free tabloid now averages 64 pages per edition, with 25,000 printed each week. The paper is ubiquitous in Flathead County, a wide-open place home to 90,000 people, where the economy is transitioning from logging and manufacturing to tourism and recreation and both gun makers and tech companies dot the landscape. Print copies are easily found on newspaper racks, in office waiting rooms, and on coffee shop tables, while the Beacon’s website sees about 100,000 unique visitors per month.

The Beacon has also earned numerous Montana Newspaper Association awards, six times being named the state’s best large weekly, with four wins for best website. Carol Van Valkenburg, who taught for 30 years at the University of Montana’s journalism school, calls the Beacon “the best newsroom in Montana.”

“The paper does excellent journalism, and Kellyn has created a vibrant work environment,” Van Valkenburg said. “He’s made journalism fun again. I’ve sent a lot of reporters his direction, and they have thrived.”

The Beacon’s editorial formula is a mix of in-depth pieces using bold photos and sophisticated graphics, plus a print wrap-up of the week in local news in charts, numbers and short stories. Outdoor recreation, natural resources, and the area’s relationship with Alberta, Canada, are all regular parts of the coverage mix.

Though the emphasis is usually local, the Beacon doesn’t shy away from statewide issues and Montana politics. A recent cover story, for example, took a comprehensive look at Denise Juneau, the first American Indian elected to statewide executive office and a Democratic candidate for the state’s lone US House seat. A typical local policy-minded piece earlier this month saw the Beacon examining the difficulties of finding affordable housing in Whitefish, the valley’s tourist hub.

“I always tell the employees to act bigger than you are,” Brown said. “Just because we’re this small paper, doesn’t mean we can’t break big news or cover big stories.”

In fact, being small can have its advantages, he says. One of the Beacon’s best attributes, Brown said, is its ability to be “nimble” in both content and design. There have been four redesigns of both the print edition and the website.

“We’re always looking for new ways to look sharper and draw more readers,” Brown said. “No one tells me I have to go through five layers of bureaucracy to change the look and feel of our product.”

There are other benefits, too. “I want the people who work here to feel like they’re invested in the company,” said Brown. “It’s much easier to do at a small family-owned company.” The Beacon made Outside magazine’s “100 Best Places to Work” list for 2014—the write-up makes note of the three beers on tap in the office—and its staff is connected to the community. Senior reporter Tristan Scott leads the Flathead Beacon Running Club, which sets off from the Main Street office every Tuesday.

At the same time, the company has pursued strategic growth. In 2013, the Beacon purchased Flathead Living, a glossy quarterly magazine, and bolstered the editorial content. The company also recently acquired a local marketing agency, now called Flathead Beacon Creative, that offers advertising, branding and web design. A full-time videographer is part of the mix. Together, the paper, magazine, and marketing group co-exist as Flathead Beacon Productions.
In an era when newspapers can’t rely on advertising alone, the diversification has boosted the bottom line, said Povich. He doesn’t expect to earn back his investment in the Beacon, Povich said. But, he added, “I do care that the paper can stand on its own in a very difficult environment when it comes to print journalism. And we’re on the precipice of being very much a paper that can stand on its own.”

Today, Povich operates as a mostly hands-off owner; it’s the “young people who are running the paper,” he says, who are responsible for its success.

“I look at the Beacon like a father who’s very proud of a child,” he added. “I’m here to help you, but as you get older you’re going to have to figure out some things on your own. I was a little more involved close to its birth, but now we’re almost into double digits and we’re looking for a grand future.”

Heidi Gaiser is a freelance writer and graphic designer in Kalispell, Montana. She worked as a newspaper journalist in Denver and Kalispell for 20 years.

Editor of Missoulian, Ravalli Republic resigns

Matt Bunk has resigned as editor of the Missoulian and Ravalli Republic newspapers, according to Publisher Mark Heintzelman.

Bunk joined the Missoulian in August 2015 after serving as publisher and editor of the Western News in Libby. Prior to his resignation, he was serving as president of the Montana Newspaper Association.

Bunk also founded a media company in Bismarck, North Dakota, called the Great Plains Examiner, and served as managing editor of the Arizona Capitol Times and assistant metro editor at the East Valley Tribune in Phoenix.

As a reporter, Bunk wrote for the Oakland Tribune’s ANG Newspapers subscription service, covering major corporations and the Bay Area economy. He also reported for the Fairfield Daily Republic, covering city and county government; the Kalispell Daily Inter Lake; Mitchell Daily Republic in South Dakota, and Mandan News in North Dakota.

Heintzelman said a nationwide search would begin for a new editor.

Save the dates…

Montana Newspaper Association

131st MNA Annual Convention • Grouse Mountain Lodge, Whitefish

June 10 & 11, 2016
Anne Marie Kazmierczak
Anne Marie Kazmierczak, 52, died March 11, 2016.
Born and raised in Buffalo, New York, Anne attended SUNY Geneseo after graduating from City Honors High School. She later graduated with a B.S. degree from the University of Montana in Missoula, after various jobs in New York and Montana, most notably on farms. While getting her degree, she worked for the Montana Riparian Association and thrived in riparian restoration sciences. She lived in Santa Fe, New Mexico, for a couple years before returning to Missoula, where she began her life as a mother. Later she returned to UM to obtain a degree in journalism, and worked as a newspaper reporter and freelance writer/editor/photographer for newspapers in Montana, including the Missoulian and Valley Journal.

She volunteered with many civic programs in Missoula and also served as Missoula Councilman for Ward 2 from 2002-2005. She later moved to Iola, Kansas, to work as a reporter for the local paper, and she happily lived there for a few years before returning, again, to Missoula. Anne was amazing at gardening, writing (for which she earned many honors throughout her life), art, cooking and many other things. Most of all, she loved her sons, many friends and family deeply, had a beautiful spirit, an exuberance for life and a wonderful sense of humor and way of expressing herself.

Paula Josephine Reynolds
Paula Josephine Reynolds (aka Paula Anderson and Paula Carmean), 61, passed away unexpectedly on Wednesday, February 24, 2016, in Havre.

Paula was born on June 18, 1954, in Havre. She developed an early appreciation and dedication to hard work and perseverance that proved to last a lifetime. She attended Northern Montana College, graduating with a degree in cosmetology.

Paula went to work at the Havre Daily News in advertising sales, a department she would later manage, and a profession that would become her livelihood.

After working at the Havre Daily News for more than 20 years, Paula went to work in advertising at the Blaine County Journal in Chinook, for Keith and Keri Hanson. She and Keith had worked together for many years previously at the Havre Daily. She worked for the Journal for over 10 years and was still employed there at the time of her death.

Paula loved the variation and flexibility of her job. She always said she didn’t think she could do a “regular job.” Always on the go with her to-do list in hand, she had a knack for organization and balance, not just in her work, but in her life.

Paula was straightforward and no-nonsense. She had a zest for life that was infectious. Constantly coming up with new ideas, whether it was a trip she wanted to take, a new recipe to try, a project for her yard or yours, how to decorate a room, or how to up-cycle one of her latest treasures, her enthusiasm for life was inspiring and unshakable.
Agenda

Thursday, June 9
3:00 pm  MNA & MNAS joint board of directors’ meeting

Friday, June 10
Morning  Open for relaxation and recreation
11:00 am  Convention Registration opens  Lodge Lobby
11:30 am  Montana Newspaper Foundation golf fundraiser  Meadow Lake Golf Course
          Montana Newspaper Foundation fundraiser event  Outdoor Pavilion
5:30 pm  Social Hour | Silent Auctions open
6:30 pm  Dinner
7:30 pm  2nd Annual MNF Spelling Bee
8:30 pm  Live Auction
9:30 pm  Hospitality Suite opens

Saturday, June 11
8:00 am  Convention Registration opens  Lodge Lobby
8:00 am  MNAS Annual Meeting
9:00 am  MNA Annual Meeting & election of officers
10:00 am  Montana Newspaper Foundation Annual Meeting
10:00 am  Education session: David McCumber – Small Staff, Big Stories: Finding the Resources to Do Great Journalism
11:00 am  Education session: Kimberly Davis – U.S. Census Tools for Reporting & Marketing
12:00 noon  Past Presidents’ Luncheon  Continental Divide Room
12:30 pm  Presentation of 2016 Master Editor/Publisher Award and Montana Newspaper Hall of Fame Award
1:30 pm  Education session: Jayme Fraser – Tools for Telling Old Stories in New Ways and Finding Narratives Hidden in Numbers
2:30 pm  Education session: Sally Stapleton – Photojournalism, The Value of the Moment
3:30 pm  Education session: Cindy Sease – Advertising News Ideas & Roundtable
          MNA Awards Banquet  Continental Divide Room
5:30 pm  President’s Reception social hour
6:30 pm  Dinner
7:00 pm  Silent Auction #1 closes
7:15 pm  Performance by the Alpine Theater Project
7:30 pm  2016 Better Newspaper Contest Awards – Emceed by the Alpine Theater Project
8:00 pm  Silent Auction #2 closes
9:00 pm  Silent Auction #3 closes
9:30 pm  Hospitality Suite opens
# 131st Annual Convention

**MONTANA NEWSPAPER ASSOCIATION**

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

## ATTENDEE Registration

Please complete for each attendee - print full name and mark box for events attending...thank you!

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### ORGANIZATION Registration

(1 per member newspaper or 1 per associate member)

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### Total Registration Fees

(total attendees’ fees + organization fee) $ _______

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**Please mail Convention Registration**

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

or email to Ryan member@mtnewspapers.com

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**Grouse Mountain Lodge**

406.892.2525 | info@glacierparkinc.com

**GLACIER PARK INC.**

For group rate, mention “MNA Convention” at time of reservation  
Standard Room for Single/Double $143 plus tax  
Deadline for Room/Rate Reservation is MAY 9, 2016
In 2015, we had a successful Round Up for the Foundation! The generous contributions of financial gifts and participation at last year’s Foundation fundraising culminated with the Friday night Foundation fundraiser raising $12,000 to meet the goal, and doubling the amount from the year before. The impact was immediately celebrated as the Foundation’s board of directors doubled the U of M School of Journalism scholarship awards to $3,000 each for 2016 and beyond.

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

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

2016 Fall Football Brawl – GRIZ/CAT Game Raffle
- Two tickets to the game
- Two indoor box seats hosted by the Missoulian
- Fan’s gear of choice
- 1 night lodging at the Missoula Downtown Holiday Inn (includes Happy Hour gift certificate + Breakfast)

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

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

Golf Best Ball Scramble Foundation Fundraiser
11:30am - 4:00pm at Meadow Lake Golf Course in Columbia Falls. For those of you hooked on golfing, here’s the opportunity to combine your love of the sport with your support for the Foundation! Individuals and teams will be formed for a 9-hole best ball scramble. Registration is $125 per golfer with $52 going directly to the Foundation. Greens fees, carts, lunch and round-trip transportation included.

Foundation Friday
The focus on the Foundation will continue Friday evening, outdoors and under the Pavilion.
- Social Hour and Silent Auction open
- Dinner
- 2nd annual Spelling Bee
- Live Auction

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

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

2015
MNF Spelling Bee
Champions “Gudest Spellurs”
Tyler Miller, Independent Record, Dave McCumber, Montana Standard, Greg Lemon, Independent Record

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

Please plan to support the Foundation’s scholarship awards and education programming. Donations of auction items unique to your communities are especially valued, however, cash is also leveraged to raise funds and create an enjoyable experience for members and guests. Most of all, we hope you will join us in celebrating on Foundation Friday. Register for Friday’s events along with your other convention activities.
WASHINGTON — In her hilarious, not to say transcendent faux Super Bowl commercial for Newcastle Brown Ale, Anna Kendrick muses that she’s not sure that she’s really “beer commercial hot.”

But, she concludes, “I love a challenge.”

Clearly David Chavern loves a challenge as well.

Chavern is president and CEO of the Newspaper Association of America. In that role he is the chief evangelist for an industry whose steep challenges in the digital age have been much chronicled and whose imminent demise has been predicted for years.

In an interview at a tea saloon in Washington, D.C., Chavern, who was named to the job in October, quickly makes clear that he is a half-full kind of guy. Unlike his predecessor, Caroline Little, who had held big jobs at washingtonpost.com and the Guardian, Chavern has no previous experience in journalism. But he believes that his stint as executive vice president and COO of the United States Chamber of Commerce gives him a valuable outsider’s perspective.

Sure, the digital explosion sounded a death knell for newspapers’ much-missed years of monopoly status and 35% profits, and the fulsome newsroom rosters that often went with them. But in retail,

Chavern says, 2% margins are great.

“People get overly sad and morose, but that doesn’t mean the future is horrible,” he says. “We still have a viable business and create a product people want and need. It’s not the coal industry.

“We’ve got a good future. Let’s perk up a little bit.”

But the present presents a serious gauntlet to pick up. Advertising revenue continues to decline, often meaning more painful shrinkage. After a painfully slow start, many newspapers have accepted the digital future and revamped their operations accordingly. But digital ad revenue remains an elusive quarry. It’s growing, sure, but not quickly enough to offset the print shortfall.

The search for a new business model remains Task No. 1. Additional revenue streams — digital subscriptions, events, marketing services — are part of the puzzle. But we’re not there yet.

“Turning into a digital business is hard when digital advertising is so screwed up,” Chavern says, pointing out that both banner ads and video ads are not the answer.

“There needs to be a lot of work experimenting with digital advertising,” he adds. “What will people respond to? We haven’t developed a vocabulary that works on a computer.”

The growing complexity of the business means a different approach to recruiting, going after people proficient in different areas.

“To get good video, you can’t just give a journalist a camera. Some are not good at that,” Chavern says. “With events, same thing. I really like reporters, but I’m not sure they are great event designers.”

Chavern says it’s important to remember that the newspaper industry is not a monolith. At one end, he says, “the national papers are getting pretty good at the digital thing. They are innovating, and they are starting to get an economic return.”

At the other end, the smaller, local papers are still dominant in print. “They don’t have the resources to innovate, but they have a monopoly on content. They know what time the Fourth of July parade starts. Where else can you go?”

Stuck in the uncomfortable middle, Stealers Wheel style, are the large metro papers. “They’re being hit from all sides, and it’s hard for them to innovate as fast as the national papers,” Chavern says. “They face an innovation crunch.”

And innovation, in this fast-evolving media landscape, is the name of the game.

The top soothsayers will tell you that predicting the future is a job best left to the professionals. And many authoritative forecasts of End Times for actual print newspapers have long reached their expire by date. But I couldn’t resist asking Chavern how long the beloved dinosaurs would be with us.

“Longer than people think,” he shot back quickly, pointing out that the emergence of e books has hardly spelled the demise of the old-school version. “Just because something is poo-pooed as old doesn’t mean it isn’t a good technology,” he adds.

That said, Chavern says it’s clear that at some point print will be a small part of the equation, if it’s around at all.

The chief of the newspaper group, which has about 2,000 members, takes heart from the fact that, at last, “the people who run the business have become aware that change is necessary.” He points to the turbulent airline industry, where the survivors include three legacy airlines and one, Southwest, that was a great industry disruptor -- in the 1970s. Of course, lots of other big-name industry veterans have fallen by the wayside. Pan Am, anyone?

Nevertheless, Chavern says, the lesson is that “incumbents can win, no matter what the people in Silicon Valley say.”
MNA Q&A

What are the provisions of the Fair Housing Act and what are the protected classes or groups of people specifically protected under federal law?

The Fair Housing Act of 1968 begins: It is the policy of the United States to provide, within constitutional limitations, for fair housing throughout the United States. All subsequent provisions of the Act and its administrative rules are based on the premise that obtaining fair housing must be a choice free of practices or influences that would limit such choice because of race, color, religion, sex, national origin, handicap or familial status. Blockbusting and steering are two discriminatory practices that are specifically mentioned in the Act. Blockbusting includes engaging in conduct which conveys the impression that a neighborhood is about to undergo certain changes and, thus, panic owners into selling their properties. Steering involves guiding an individual seeking housing toward or away from particular property for discriminatory reasons. Suits can be brought against the persons who wrote and placed the ad, as well as against the persons who accepted the ad, the owner and management company of the property advertised, plus the newspaper management, publisher and owner. The Fair Housing Act covers all dwelling units or single units of residence for a family of one or more persons. The definition includes condominiums, cooperative and mobile homes. A dwelling unit can be all or part of any building or structure that is occupied or intended as a residence by a person or family. The only legal discriminatory housing transaction is one between private parties when there is no use of advertising, a real estate broker, an appraiser, or commercial financing. Use of any of these causes the Fair Housing Act provisions to be applicable. It is permissible to discriminate by sex for a roommate when living areas are shared.

Due to reduced postal hours, I can no longer get my newspaper to the post office prior to closing. What can I do?

Many years ago, in order to comply with the Sarbanes-Oxley Act (SOX), the Postal Service began enforcing a requirement that newspapers submit postage statements at the same time as the mailing to verify that proper postage is paid. As post offices across the country have reduced hours, this has become more and more difficult. However, a newspaper can qualify for overnight drop off time-sensitive periodicals at small post office locations (the official USPS name for the policy) if it meets the following criteria:

- Mail fewer than 300,000 copies annually.
- Mail fewer than 5,000 copies per postage statement (exceptions may be made).
- Mail at a frequency of weekly or more often.
- Are authorized to deposit mailings after mail acceptance hours or in time to meet scheduled transportation.
- Are deposited at the office where the publication account is maintained or at a designated local delivery facility as identified by the postmaster of the origin entry office.
- Are primarily (50 percent or more of the mailed distribution) for in-county distribution within the local area of the Known Office of Publication.
- Funding for mailings are on account before deposit of the mailing.
- Would not be more effectively accepted using a drop shipment procedure.

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