**Best Sports Photo**

Division 1

2017 Better Newspaper Contest

By Mackenzie Reiss, The Big Timber Pioneer

Titled: Holding on for life

Judge's comment: Quintessential rodeo photo. Technically, very well done. Great capture of expression and effort. I hope the PRCA ordered prints for their advertising?
August

25 Member Educational Opportunity: Online Media Campus: Automatic InDesign - Register at http://onlinemediacampus.com/

September

4 MNA office will be closed for the Labor Day holiday
4 National Newspaper Carrier Day
15 Deadline to submit articles for the September Press Pass
21 Member Educational Opportunity: Online Media Campus: Headlines That Pop! - Register at http://onlinemediacampus.com/
22 MNA & MNAS Board of Directors’ meeting, Heritage Inn, Great Falls

October

1 Deadline to file USPS Statement of Ownership, Management & Circulation Form 3526
1-7 National Newspaper Week, materials at www.NationalNewspaperWeek.com
6 Member Educational Opportunity: Online Media Campus: Automatic InDesign, Session II Follow Up - Register at http://onlinemediacampus.com/
20 Deadline to submit articles for the October Press Pass

November

1 Deadline to return your 2018 MNA Rate & Data Survey
8 Montana Newspaper Foundation 2018 Internship Grants open for applications
10 Deadline to submit articles for the November Press Pass
23 - 24 MNA office will be closed for the Thanksgiving holiday

December

8 Deadline to submit articles for the November Press Pass
25 MNA office will be closed for the Christmas holiday

Google News Lab training

Mike Reilly of Google and the Society of Professional Journalists will be offering in-depth training on Google Trends, Fusion Tables, MyMaps, Earth, Google Scholar, Streetview, Public Data Explorer and many other helpful applications for the newspaper industry on Saturday, September 23. Mike received high praise for his presentation at the recent MNA convention. Our September session will provide hands-on training and insight on advanced Google technology and tools.

A quote from a member on the June Google News Lab training session:

I confess that I went rather reluctantly to Mike Reilly’s Google News Lab training at the MNA convention in Lewistown. I am happy to report, however, that I was pleasantly surprised.

Reilly tailored his program to newspapers of all sizes and took into account the relative experience or inexperience of those attending in regard to data-driven reporting, production of online interactive maps, research for sources and a host of other issues.

I found real-life applications for every topic Reilly covered and I hope to put my newfound knowledge to work at the Choteau Acantha in print and online. I plan to register our reporting and support staff for the workshop in September and greatly encourage other editors in the region to do so as well. You won’t be disappointed and your staff members will come back with great ideas to share with your newsroom and graphic design folks. Melody Martinsen, editor Choteau Acantha

Great Falls Tribune, Bozeman Daily Chronicle join groups challenging Marsy’s Law

By Seaborn Larson, Great Falls Tribune

Two more daily newspapers on Monday joined litigation challenging CI-116, known primarily as Marsy’s law, which was set to take effect on July 1.

The Great Falls Tribune and Bozeman Daily Chronicle filed amicus briefs of support for the groups challenging the implementation of Marsy’s Law. ACLU of Montana led the litigation filed in the Montana Supreme Court, claiming the drivers of the initiative forced it through a ballot vote without providing knowledge of its impacts to voters, who passed CI-116 with 66 percent of the vote in November.

The challenging petition filed against Montana Attorney General Tim Fox and Secretary of State Corey Stapleton asks the high court to void the enactment of the initiative and the respective election results.

Parties on both sides of the case filed a joint motion on June 29, asking the Supreme Court to hold off on implementing the initiative until the conclusion of the litigation, which the court granted on June 30.

“Marsy’s Law was passed with the best of intentions, but unfortunately it is open to broad and varying interpretations,” Great Falls Tribune Publisher & Editor Jim Strauss said. “It has the potential to bog down the legal process in Montana. One of our biggest concerns is that this law is being interpreted and applied differently from county to county. We don’t need 56 approaches to the law.”

Despite the Supreme Court’s hold on implementing Marsy’s Law, Cascade County officials launched the initiative in mid-June and began pulling information from public records.

“The other part of it is while strengthening victims’ rights is an admirable goal, it can’t trample on the rights of the accused or the public’s right to know,” Strauss said. “What we’re seeing early on is it’s starting to do just that.”

The ACLU was joined initially by the Montana Association of Counties, Montana Association of Criminal Defense Lawyers, the Lewis and Clark County Attorney Leo Gallagher and a victims’ rights advocate. Five Lee Montana newspapers already have filed amicus briefs to join in support.

The suit, filed June 20, claims Marsy’s Law’s passing was financed by an out-of-state entity attempting a “hostile takeover” of Montana’s Constitution. Marsy’s Law effectively amends several sections of the state constitution, which would have required a separate vote per section, the petition states.

Furthermore, the suit claims the initiative diminishes state residents’ “right to know” regarding details of crimes, like locations of alleged offenses, and stumps on the rights of the accused in giving alleged victims a designated place at the prosecutor’s table. In Cascade County, law enforcement and prosecutors began redacting public information, such as identities and locations, from public reports to comply with the law.

The Montana Constitution, the petition reads, already contained victims’ rights, which were squashed by the incoming Marsy’s Law without voters understanding its impacts.

“Rather than tailor their initiative to Montana’s Constitution, the proponents of CI-116 shoehorned the product of their nationwide Marsy’s Law crusade into Article II as a new section, ignoring the Constitution’s pre-existing text,” the petition reads.

Martha Sheehy, the Billings attorney representing the newspapers in the suit, wrote in her amicus brief for Lee Newspapers on June 26 that the new law would inhibit newspapers’ “ability to gather news and information, and will consequently impair the public’s right to know.”

“The effect of the law on newsgatherers is not merely hypothetical,” the brief reads. “Newspapers have already encountered difficulties in Montana when gathering news regarding criminal matters.

“Journalists stand in the shoes of the public in gathering information, and are most familiar with the practical ramifications of CI-116 on access to public information.”

In two instances specific to Great Falls, Tasha Roberts’ body was found May 16 in a motel room before the suspect was charged with homicide. Roberts’ name was not found in court documents and police did not release her name. In another case, Pamela Jean Courtnage is charged with the homicide of a 69-year-old woman who was reportedly helping with maintenance work on Courtnage’s home. That victim’s name remains sealed due to Marsy’s Law, although a woman claiming to be a family member of the victim called the Tribune saying it felt disrespectful that the victim’s name and relationship to the defendant was omitted from respective news stories.

Chuck Denowh, campaign manager who led Marsy’s Law to a successful passage last year, told the Tribune in June that withholding the details of those crimes was a misinterpretation by local authorities.

Denowh did not return phone calls or emails from the Tribune for comment on this story, but has previously said the ACLU’s litigation against the law was disappointing.

“I find it disappointing that a group that is supposed to protect the civil rights of everybody is trying to tear down the rights of crime victims,” he said.
GOOGLE NEWS LAB TRAINING
SATURDAY, SEPTEMBER 23

Mike Reilly of Google and the Society of Professional Journalists returns to Montana for another round of in-depth training on Google Trends, Fusion Tables, MyMaps, Earth, Google Scholar, Streetview, Public Data Explorer and many other helpful applications for the newspaper industry.

Mike received high praise for his presentation at the recent MNA convention. Our September session will provide hands-on training and insight on advanced Google technology and tools.

You don’t want to miss this training opportunity!

MNA Member Educational Opportunity

September 23
10:00 am – 2:30 pm
Includes Lunch

$25 Registration Fee
Invoiced by the MNA

Register by September 1 by emailing Jim Rickman at jim@mtnewspapers.com

Special Guest Room Rate of $101.58 (mention the MNA)

HERITAGE INN
1700 Fox Farm Road
Great Falls, MT
The annual Rate and Data Survey is the ultimate tool used by the MNA to accurately represent our membership for advertising and other services.

With 84 member newspapers, we enjoy the challenge of processing the hundreds of details involved in print and digital advertising as we strive to develop easy to understand presentations and proposals for our potential clients. Our goal is to respond to our client advertising requests within 24 hours, making the information in the Rate and Data Survey an invaluable administrative tool for the MNA staff.

In the very near future, Stacy Wirtz, Business Development Manager, will be emailing the 2018 MNA Rate and Data Survey. We ask for your commitment to fully complete the survey and return it to the MNA office by November 1. And, as always, we welcome your updates at any time to help us accurately represent your newspaper.

Thank you in advance for your assistance. Please contact Stacy with questions at (406) 443-2850 or stacy@mtnewspapers.com.

National Newspaper Week is October 1 – 7

This year we mark the 77th anniversary of National Newspaper Week (NNW), October 1 - 7. The annual observance celebrates and emphasizes the impact of newspapers to communities large and small all over.

Materials for NNW will be available for download at www.NationalNewspaperWeek.com in late September. Reminders will go out in coming weeks, but please mark your calendars now and make plans.

The NNW content kit will contain editorials, editorial cartoons, promotional ads and more, all available for download at no charge to daily and non-daily newspapers across North America. NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

This year’s theme is “Real Newspapers ... Real News!” The aim is to applaud and underscore newspaper media’s role as the leading provider of news in print, online or via mobile devices.

National Newspaper Week participants will be able to download materials and are encouraged to devote as many column inches as possible to reinforce the importance of newspapers to your communities.

Many publishers and editors also editorialize about their newspapers’ unique relevance. This can be about your government watchdog role, coverage of community events, publication of timely public notices, etc.

Because the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource.

Thank you for supporting National Newspaper Week. And if you haven’t taken part in previous years, please plan now to do so in October.

Real Newspapers  
... Real News!

Montana Newspaper Association Press ID cards

The Montana Newspaper Association provides Press ID cards (credentials) as a no-cost service to our Professional Members.

To order a Press ID, please contact: Ryan, Member Relations, at 443-2850 or member@mtnewspapers.com

1. Press IDs are for newspaper journalists, photographers, newsroom staff, correspondents, reporters
2. Allow four days for processing and mailing
3. Electronic IDs are available same day
4. Press IDs expire three years from date of issue/renewal

When placing an order, please e-mail the following:
1. Email a current JPEG photo as an attachment and please ID the person in the photo (Beth - red sweater, etc.) if you are requesting multiple passes
2. Include the job title

Guidelines for picture content
1. The picture should be a close-up showing your head and shoulders
2. Pay attention to the background and setting...a solid color background works best
3. The Press ID is a photo identification: remove hats, sunglasses and be sure to look straight on
Witness to history: Retired Dallas Morning News editor and executive vice president talks about his life and work

By Dwight Harriman, Livingston Enterprise

He may live quietly in Paradise Valley, but Ralph Langer, retired editor and executive vice president of the Dallas Morning News, has been witness to tumultuous news events that have rocked the country and the world.

Langer, who just turned 80 — “much to my surprise,” he laughed — and his wife, Kathy Langer, have for 16 years split time living in the valley and in Texas. On a recent sunny afternoon, as boaters floated by a stone’s throw from their living room window, Ralph Langer talked about his life, the newspaper business and today’s political news.

Covering history

Langer, who grew up in Michigan, attended the University of Michigan’s journalism school but didn’t go into journalism right away. Rather, he spent a couple of years in the U.S. Army as a U.S.-based counterintelligence officer, including during the time the Berlin Wall still stood and Germany was a divided country.

But right out of the Army, he became a reporter for the Port Angeles Evening News and quickly became the paper’s managing editor — at 24, the youngest managing editor in the country. He went to be a copy editor in Detroit, arriving just in time for the Detroit riots in 1967. Eventually, in 1981, he became managing editor at the Dallas Morning News, going on to become editor and executive vice president.

“It was a terrific time to be in the business,” Langer said. The paper, which Langer said was the fourth or fifth largest paper in the country at the time, was booming. It had 600 full-time employees in the news department and was opening bureaus around the world. The Sunday edition, which weighed 7.2 pounds, sold 750,000 copies every week. The paper had the largest classified ad section in the country.

And during Langer’s time at the Dallas Morning News, it won six Pulitzer prizes.

“We had a real ride there,” Langer said. During his tenure, the paper covered major stories, including two Delta plane crashes and, in 1993, the siege of the Branch Davidian compound at Waco, Texas.

His paper also covered one of the biggest stories in the last several decades — the 1995 Oklahoma City bombing by Tim McVeigh that killed 168 people.

Langer said that before the McVeigh trial began, his paper received documents from McVeigh’s legal files in which McVeigh described how he planned the bombing. The paper had an internal debate over whether to do a story on the files shortly before the trial, but ultimately decided it should. Langer assigned two reporters to hole up in a motel and pore over the documents, something they did in two days’ time, producing a story that caught national attention.

Life after the paper

After leaving the Dallas Morning News, Langer became interim chairman of the journalism department at Southern Methodist University in Dallas, revamping the journalism program there.

He also became an author of three books: “Personal Verdict,” a novel set in the civil rights era; and two mysteries in his “Jack Crocker/Jim McGuire” series — “Hide and Seek” and his latest, published just this year, “Not Guilty.”

The author has had readings and signings for the books in Livingston.

Langer, who had CNN news on when two Enterprise reporters went to interview him last week, stays in touch with today’s events. He believes newspapers can still have a voice, and that they will probably have to shift eventually to all-electronic delivery.

“It can be done,” he said. He decried President Donald Trump’s understanding of news. “We have a president who has no idea what news is supposed to be,” he said.

“On an encouraging side, there is a lot of good journalism going on,” and people are realizing they should have voted, he said.

He criticized disparagement of the media. He believes no student should be allowed to graduate from college without a class on how to consume the news; and that people should be taught critical thinking and how to tell fake news from real news.

Personal points

Langer enjoys fly-fishing, and his wife is an expert tennis player. In fact, in her age group she has been: the No. 1 player in Texas for 30 years; ranked among the country’s top 10 singles and doubles players; and ranked the No. 1 doubles player in the world.

The couple, who have been married 57 years, enjoy Livings-

“I just love being here,” Langer said, praising the community for a cultural climate that “almost no other town this size has.”

“I tout the town a lot when I’m in other places,” he said.
Montana Newspaper Foundation helps support summer interns

From generous contributions, the Montana Newspaper Foundation offers financial grants to help support summer interns. Our thanks to Olga Kreimer, Micah Drew and Eden Jones for sharing their experience as interns in Montana newspaper newsrooms. Watch for the 2018 internship application process to open on November 8, 2017.

Real Live Newsroom

By Olga Kreimer

Eight weeks at a Montana Standard desk flew by like one. I know, everybody says that. But when you’re churning out daily stories, getting to know a new city, and trying to learn everything at once about cops reporting, district court proceedings, and stormwater, well — it feels true enough to bear repeating.

My brief whirlwind brush with the hustle of a Real Live Newsroom — yes, I thought this every time I walked in — left me a bit dazed but considerably less confused about the newspaper business than when I first walked in in June. I saw up-close the stacks of outdated editions, a reminder of how quickly we must move to keep up. I heard my colleagues’ persistence on the phone, launching questions about livestock ordinances, electronics recycling, moose encounters, lead pollution — for starters. Every day, I felt the urgency of getting the story and getting it right. The privilege and responsibility of telling our community what it needed to know was never far from my mind.

It was a welcome glimpse into what the ethics and practices of journalism that we study in school look like in action, of course, but more than that, working as part of a newsroom was a potent reminder of how much journalists rely on one another. As a long-time freelancer, I’d gotten used to working alone; my notebook is full of baffled questions and pep talks to myself. Getting to ask colleagues those questions yielded generally more interesting and useful answers. And debating them was a hell of a lot more fun.

As I head back into my second year of graduate school in the Environmental Science and Natural Resource Journalism master’s program in Missoula, I’m already starting to notice the skills that have stuck. I fact-check before believing anything. I write faster. I’ve gotten really good at leaving voicemails. I wanted to learn to report — to temper my creative writing background with a firm foundation in fact-finding — and that’s exactly what I got to practice this summer. To be stepping back into a year of graduate seminars and homework assignments with this clear sense of how to do the thing for real is a real gift. And even though I got to feel a little at home in the newsroom, I don’t expect I’ll ever walk through its doors without at least a little bit of awe.

Intern Heaven

By Micah Drew

I have been involved in journalism since I was in high school, and when I was looking for colleges, I made sure to find a top-notch journalism school. I graduated from the University of Montana School of Journalism in 2016, and will be returning to Missoula this fall to finish a degree in exercise science and biomechanics and finish running for the Griz track and cross country team.

This summer I was given the opportunity to intern at the Seeley Swan Pathfinder on the shore of the always beautiful (even when it’s smoky) Seeley Lake.

This is the fourth news organization I have worked for, and by far the best experience.

This was my first experience working for a small, hyper-local paper — a little change from political reporting for a big paper and interning at an alt-weekly.

I got to cover pretty much every aspect of life in Seeley Lake and the surrounding area. I sat in on meetings of the sewer board, photographed high school golf tournaments and track meets, and did everything in between — music festivals, bike races, book releases, you name it.

One of the best weeks of my summer was in early June, when I got to sit down with former presidential candidate Gary Johnson as he rode through town en route to the Mexico border. Getting to spend a few hours chatting with someone who was a factor on the national political scene just eight months earlier was not something I would have thought a Pathfinder intern would have the opportunity to do.

The other great part of this job was that I could insert myself into every stage of the newspaper process. I reported and wrote articles, shot all my own photos, helped lay out the paper and delivered the finished paper to newsstands each week. For someone who specialized as a writer in j-school, it was a great experience getting my photography and layout skills a good workout, and fun to see the sides of a news organization that you don’t witness in a traditional newsroom.

I can’t think of a better way to have spent three months than in the beautiful Clearwater Valley, sandwiched between the lakes and the Swan Mountains, with my finger on the pulse of a small Montana town.

Continued on Page 8
The deadline for filing your Statement of Ownership, Management, and Circulation (PS Form 3526) with the U.S. Postal Service is October 1 of each year. The filing and publication of this form is a requirement for maintaining Periodicals mailing privileges. Dailies must publish a completed copy of this form in their newspaper by October 10, and non-dailies by October 31.

USPS has revised PS form 3526. The latest form has a July 2014 date at the very bottom. The ability to claim electronic subscribers has been incorporated into the form. PS Form 3526x (worksheet) is no longer necessary. Claiming electronic paid subscribers is voluntary. If you choose to not claim electronic copies, page three has a box to certify that at least 50% of all distributed copies are paid for above a nominal price, and a signature section.

There are specific requirements as to what defines a paid electronic subscriber. A print subscriber that is given free access to your electronic version is not a paid electronic subscriber. A paid electronic subscriber must pay a separate subscription rate that you have established for electronic subscribers. You are allowed to offer discounts to this rate, but there are limitations.

Additionally, reporting less than 60% total paid subscribers on your Statement of Ownership could trigger a USPS circulation audit to verify your Periodicals eligibility. Also, at least 40% of your paid circulation must consist of printed copies.

The form, including instructions, can be found at: https://about.usps.com/forms/ps3526.pdf

The Montana Newspaper Foundation is a 501 C organization, governed by a board of trustees, whose purpose is to raise, accumulate and disperse funds in support of scholarships, internship grants and member education. To make a financial gift to the Montana Newspaper Foundation, please contact Jim Rickman at (406) 443-2850 or jim@mtnewspapers.com.
Banner idea: Stop angering your online readers

By Jerry Raehal, CEO SYNC2 Media and Colorado Press Association

Banner ads are killing news websites. It’s not because there are too few banner ads, but because there are too many.

Specifically, there is a dizzying amount of take-over, roll-over, motion, pre-roll and other types of — calling a spade a spade — intrusive ads.

News sites appreciate intrusive ads because they generate more revenue based on higher CPMs, more views and more click-thrus.

But let’s not fool ourselves. The click-thru rate on such ads is hyperbole. Often times, readers accidentally click on the ad because the page loaded slowly. Or, they were trying to click on the “X” to remove the ad to read the story, and again, by accident, clicked through.

This is not a simple annoyance for readers. They hate intrusive ads. Here are some responses a digital director shared.

I will no longer consider (business name) a place to shop.

I’m so sick of seeing their ads. You are forced to watch them!!!! (Business name) sucks!!!!!

I’ve found myself resenting those companies that have the ads that show up in your face whenever you do a search. I never click on one on purpose. Sometimes I accidentally click on one and I get so angry.

I was eating lunch just yesterday and this very topic came up, that (your website) is a great place to get news, but the ads are out of control.

Is this a surprise? It shouldn’t be, considering ad blocker programs were developed based on customer need.

The only real surprise was the media’s reaction, which focused more on how to bypass ad blockers instead of asking why the programs were created in the first place: bad reader experience.

Take-over and motion ads do more than just create a bad visual experience for the reader. It also factors in slow load times, and newspaper websites in particular need no help with plodding websites.

On average, it takes the typical website 4 to 5 seconds to fully load. Newspaper websites, by comparison, take 17 seconds on average.

“It’s like inviting someone to your home, punching them in the face when they arrive, and then wondering why they don’t come back,” said Jim Brady of Spirited Media. “That’s what we’re doing when they come to our website and are hit with obnoxious and annoying ad experiences.”

Let’s call that the bad news. But there is good news: We can do better.

Recent studies by Gannett provided the following findings:

1. Better ad placement yielded similar or better results than intrusive ads.
2. Static banner ads had a four-time better click-thru rate than motion ads.

Here is where website designers can learn from newspapers in print form. According to a 2016 Local Knowledge survey, inserts in newspapers and newspaper print ads ranked second and third, respectively, in consumer “ad usefulness.” On the other end of the spectrum, the most “annoying” ads were radio, TV and Internet ads (intrusive to the consumer experience). Print newspaper ads ranked the least annoying.

Why? Because print newspaper ads don’t take away from the user experience, but enhance it as the reader knows where the ads are and seeks them out instead of being force fed them. Let’s not forget, newspapers have one of the highest Return on Investments for ad clients, so we know the ad format works.

A not-so-crazy idea: Media sites should place static ads in known places and not on top of content, focusing to improve the reader experience.

However, there is a legitimate concern in doing so: The fear of lost revenue from intrusive ads.

The solution: Educating our clients on the benefit — and please excuse the language — of not pissing off the reader. Let them know of the better results from better ad placement, which will allow media companies to increase the CPM on such ads because they will be more effective for both the client and the media company.

The other option is to start transitioning away from banner ads and move toward native ads. Gannett and USA Today are doing just that, with a focus on a cleaner look.

“Native rescued us from the right rail and banner ads,” said Jason Jedlinski, who is Gannett’s VP of Product Management.

No one is better positioned to do this than media companies, newspapers in particular. It’s not just about content creation, but trusted content creation, and newspapers are the clear leader on that front.

In our current digital format, the reader experience is clearly not good. We keep punching our guests in the face with slow load times and annoying ads. Yet, they still keep coming back because the value of the content is so good. But for how long?

Imagine how many more people would come if we opened the door and welcomed them and new media consumers with a better experience.

Imagine all the people …
The state of digital media
By Ashley Alexander, News Media Alliance

Earlier this summer, Reuters Institute released the Digital News Report 2017. The report presented statistics regarding the digital news consumption. The data was collected by a YouGov survey that included over 70,000 online news consumers in 36 different countries. Specifically, the Digital News Report focused on data revolving around fake news, business models and different platforms for news consumption.

A few of the standout numbers include the following:

**Digital**

In digital, 56 percent of people in the United States use mobile, rather than computers, to access news. Of this majority, 46 percent say they primarily access news in bed, while others say they access news through mobile on public transportation or in the bathroom. Half of the four percent of those polled who have voice-activated devices (like Alexa and Echo) use it to access news.

**Social Media**

In social media, while only 14 percent say that social media is their main source for news, more than half use social media as one form of receiving news content. Still, at 24 percent, trust in social media is lower than trust in news media.

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Trust

On the topic of trust, 53 percent say they trust the news sources that they use. In the United States, 38 percent trust the news media. Additionally, trust is higher in overall news media’s ability to separate fact from fiction than that of social media.

**Subscriptions and Donations**

Almost doubling the numbers reported in recent years, subscriptions in the United States are at 16 percent. Those who pay for news are primarily under 35 years old. News donations have tripled. A third of these donors say they want to “help fund journalism.”

**Ad-Blocking**

People are not turning to ad-blocking anymore. While 24 percent use ad-blocking software, 48 percent will disable it to access news they like.

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SALES and MARKETING

Disadvantages have their advantages
By John Foust

Jared told me about a technique his sales team uses. “I learned it in a seminar years ago, and I’ve seen it used in different industries. It’s based on presenting both sides of the story,” he said. “It’s natural for sales people to focus on positives, but prospects think about negatives. So we package presentations to show disadvantages along with advantages. It creates an atmosphere for open, realistic conversations.

“The first step is to learn the advertiser’s needs and develop an overall campaign theme. The next step is to create three distinct choices – for ad placements, ad designs, etc. The third step is to pinpoint specific advantages and disadvantages of each choice. And the final step is to objectively discuss the choices with the advertiser.”

I asked Jared why he recommends three choices. “Three is the right number,” he explained. “Two can make one of the ideas look like an afterthought, and four can make the sales person seem indecisive – like the cliche of throwing spaghetti at the wall to see if something sticks. Three ideas seem deliberate, and they’re easier to keep up with.

After a close look, we can make a recommendation.”

Let’s examine how Jared’s idea works as a presentation starter. The sales person might say:

(First choice) “The first choice is to increase your print schedule and drive people to your web site. The advantage of this idea is that you would keep the print connection that you have built with your regular customers. The disadvantage is that you would need to beef up your web site and sync it with the specials you run in print.”

(Second choice) “The next option is to cut back on your print schedule and shift the majority of your budget to our digital site. The advantage is that you would be more in step with your competition. The disadvantage is that you wouldn’t have as much visual impact on the printed pages.”

(Third choice) “The third option is to keep some print, run some digital and let us develop an email marketing campaign for you. The advantage is that this would put you in position to reach people on multiple fronts. The disadvantage is that it would take a little more time to set up, because we would need to merge your customer database with our lists.”

Although this is an oversimplified example, it provides a glimpse of something that has helped Jared’s ad team. The objective is to give advertisers an honest look at the situation. Mentioning disadvantages can give sales people a real advantage in sales presentations.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com
Design, sales and newspaper management will be the focus of our upcoming webinars.

The educational webinars are brought to you as a member service of the Montana Newspaper Association, in conjunction with the Iowa Newspaper Foundation.

For more information about each webinar, and to register, go to: http://www.onlinemediacampus.com/webinars/

An advanced registration of $35 is required to avoid paying a late fee.

We encourage members to make the webinars a group educational event by gathering around a single monitor or projected image to take advantage of the one registration fee. Please allow a few minutes for discussion after the training.

Advanced registration will allow you to view the webinars at any time after the presentation date.

**Friday, August 25**

**Automatic InDesign**

**Presenter: Russell Viers** is an international speaker who, since 1997, has presented in 22 countries for publishing events. In addition to speaking, he has helped many major publications and designers learn techniques to work faster and improve quality.

InDesign has so many built-in features that automate our work, allowing us to work smarter, not harder. Whether building pages or ads, you can save time, every time, with some of the helpful tips presented in this session.

Some of what will be covered:
- Using snippets for quick ad and page building
- Using Next and Nexted Styles for quick text formatting
- How Object Styles will change the way you build documents
- Learn about Gridify and how it will speed production dramatically

**Thursday, September 21**

**Headlines That Pop!**

**Presenters: Tim Schmitt, GateHouse Media, and Jean Hodges, GateHouse Media News & Interactive Division**

Trying to draw in a new audience, or looking to boost numbers on your videos or podcasts? Give Facebook Live a try. Or, are you familiar with the platform, but looking to step up your game? Our speakers will discuss the basics (sound, logistics, how-to), as well as some best practices. Hear how Kolnos got more than 61,000 people to watch traffic!

**Register by September 18**

**Friday, October 6**

**Automatic InDesign II Follow Up**

Watch the MNA website for more details on this training session as they become available.