Best Lifestyle Photo
Division 2
2015 Better Newspaper Contest
By Nikki Meyer, Tobacco Valley News

Titled: Frosty Ride

Judge’s comments: A happy kid going sledding. That’s the way I wear my hat. Photographer has a good eye, nice job cropping.
## MNA Calendar

### February
- **4**  Statewide online sales training with Kev Campbell. 2 pm - 3 pm. www.gotomeeting.com
- **5**  Statewide online sales training with Kev Campbell. 10 am - 11 am. www.gotomeeting.com
- **8**  Begin accepting nominations for the 2016 Hall of Fame and Master Editor/Publisher Awards
- **19**  Deadline to submit articles for the February Press Pass
- **21**  2016 MNA Better Newspaper Contest closes to entries at midnight
- **26**  Deadline for print entries for the 2016 Better Newspaper Contest to arrive at the MNA office
- **26**  RSVP to Alyssa Rabil at Alyssa.Rabil@mso.umt.edu if you plan to attend the U of M J School Job & Internship Fair

### March
- **11**  4th Annual U of M J School Job & Internship Fair
- **13-19**  Sunshine Week
- **18**  Deadline to submit articles for the March Press Pass
- **31**  Deadline to submit your nominations for the 2016 Master Editor/Publisher and Montana Newspaper Hall of Fame Awards

### April
- **15**  Montana Corporation Annual Report filing deadline with the Montana Secretary of State
- **15**  Deadline to submit articles for the April Press Pass
- **22**  MNA & MNAS Board of Directors’ meeting, Missoula
- **22**  U of M J School Dean Stone Awards Banquet

### May
- **20**  Deadline to submit articles for the May Press Pass
- **30**  Memorial Day - MNA office will be closed

### June
- **9**  MNA & MNAS Board of Directors’ meeting, Grouse Mountain Lodge, Whitefish
- **10, 11**  131st MNA Annual Convention, Grouse Mountain Lodge, Whitefish
- **11**  MNA & MNAS annual meetings and election of officers, Grouse Mountain Lodge, Whitefish
- **11**  Presentation of the 2016 Better Newspaper Contest Awards and banquet, Grouse Mountain Lodge, Whitefish
- **17**  Deadline to submit articles for the June Press Pass

### 2016 MNA Better Newspaper Contest is now open

We are looking forward to another great competition to showcase the very best the Montana newspaper industry produced in 2015. The contest entry website is now open at betterbnc.com.

This year, the MNA Better Newspaper Contest will be judged by the West Virginia Press Association.

Your entry deadline is Sunday, February 21. Rules and entry instructions can be found at http://www.mtnewspapers.com/better-newspaper-contest-2/

If you have questions, please contact Jim Rickman at 443-2850 or jim@mtnewspapers.com.

### MNA adds a new careers section

Your MNA is happy to help get the word out when you have an open position at your newspaper. We have added a new career section to mtnewspapers.com. A link can be found at: http://www.mtnewspapers.com/careers/

If you have a position that you would like include on the MNA website, please email your job posting to Jim Rickman, Executive Director, at jim@mtnewspapers.com.
In 2015 your MNA welcomed new professional members: Circle Banner, Montana Pioneer and Philipsburg Mail, and new associate members: John MacDonald Consulting LLC, Ravalli County Watchdog, Rocky Mountain Elk Foundation, Tecnavia, Tintina Resources Inc., Water Sage, the Wendt Agency and Butte Weekly.

In 2015 your MNA offered our thanks to Cindy Sease, Bozeman Daily Chronicle, for her work and accomplishments as the 2014-2015 MNA president, and welcomed Matt Bunk, Missoulian, as our incoming 2015-2016 MNA president. We also welcomed Stacy Mantle, Havre Daily News, to the MNA Board of Directors, and Tyler Miller, Independent Record and Montana Standard, to the MNAS Board of Directors. And a very special thank you for the service of departing MNA board member and Past President Tom Eggensperger, Sanders County Ledger.

In 2015 your MNA produced, on average, a 155% return on investment for our professional members’ MNA dues through significant growth in our agency and statewide advertising programs.

In 2015 your MNA digitally archived about 12,000 newspaper pages each month. This preservation process allows members and their customers to use key search word technology to access your newspaper’s archives; populates our free website (montanapublicnotices.com) with statewide legal advertising and public notices; allows for advertising e-tear sheets and supports the content of Montana NewsTracker, our reading service.

In 2015 your MNA provided numerous continuing educational opportunities to our professional members at our 130th annual convention; in our monthly Press Pass newsletter; through our website (mtnewspapers.com) and with our hosted webinars.

In 2015 your MNA recognized the amazing work of our peers in the 2015 Better Newspaper Contest. 118 first place awards were presented from the 2,400 entries judged by the Kentucky Press Association. The Whitefish Pilot was awarded the best weekly newspaper in Montana and the Bozeman Daily Chronicle was awarded the best daily newspaper in Montana.

In 2015 your MNA represented our collective interests at the 64th Montana Legislative Assembly. MNA lobbyist John MacDonald and our MNA Legal Affairs Committee developed strategies to support and defend the Montana newspaper industry and our principles of open government and the First Amendment. MNA also helped host U of M School of Journalism students who provided weekly news and feature content to our members.

In 2015 your MNA proudly administered our Montana Newspaper Foundation financial grants to help support interns at the Independent Record, Bigfork Eagle, Great Falls Tribune and Dillon Tribune. The Montana Newspaper Foundation continued our support of education by providing The Dean Stone Award and Pat Burke Memorial Scholarship to U of M School of Journalism students, and a scholarship to the Montana High School Journalist of the Year. Our members deserve recognition for their participation and support of the fundraising activities on behalf of our foundation in 2015.

We greatly appreciate the support and engagement of our members. You make the services we provide at the MNA office enjoyable and rewarding. We look forward to serving you in 2016.

Thank you and Happy New Year!

Jim Rickman, Executive Director
MEMBER PROFILE

JEREMY WEBER
Editor, West Yellowstone News

Personal Stats:
Born (year & place):
1979, Gonzales, Texas

First newspaper job:
Thorndale Champion (Central Texas)

Family:
Juno (my 5-year-old Malamute/Wolf cross)

Education:
Studied photography at Texas A&M University at Commerce

Community involvement and diversions:
Besides attending (and sometimes participating in) most town government functions, I also like to get involved with many of the town’s sponsored activity groups. I play in the town-sponsored basketball and volleyball groups every week and played softball during the summer. The town even got me to be on its team for our recent annual dodgeball fundraiser, which raises money for the senior trip each year at the high school.

How did your career lead you to where you are now?
I started out as the sole editorial staff for the Thorndale Champion, a very small publication in a community of around 1,200 people in central Texas, in late 2003. With a background in photography, I very quickly had to learn the ins and outs of being a journalist. It was a very rewarding experience that led to a lot of great friendships and good memories. Budget cuts by the ownership of the newspaper group that owned the Champion forced me to be transferred 15 miles east to the Taylor Daily Press in the spring of 2004, where I served as sports editor for a little more than two years. I would stay in the field of sports for ten years as a sports editor, and a two-year stint as the sports information director at the small community college. The West Yellowstone News has given me the chance to once again spread out from sports reporting and get into the wider spectrum of journalism. So far, it has been challenging, fun and rewarding.

What's the most important thing you learned along the way that prepared you for your current role?
Patience and learning not to take criticism personally. When I first started out in Thorndale and Taylor, I took all criticism of the newspaper as a personal attack on my work. The years have taught me that criticism is the best way to learn what can be done better, and a great way to get a feel for what people want to see in your newspaper.

What aspect of the job do you find the most challenging?
What I have found the most challenging is the pre-judging of people when they learn that I am a journalist. Even as a sports editor, I would often come across people that were reluctant to speak with me because I was part of the “evil media.” It does feel like the public opinion of journalism and journalists is at an all-time low. I especially felt this negative reaction towards the media after coming to Montana and covering local government. The distrust of the newspaper industry was quite apparent and it has taken more than a year to build the relationships that I wanted with local officials. It was a hard road, but it was 100 percent worth the effort.

What have you done to enhance the brand of your newspaper in your area?
Since coming here in June of 2014, I have worked hard to expand our coverage of local issues. This was something that many people told me that they wanted to see when I first got here. Also, we have recently completed a total redesign of the paper that I hope has improved our look.

How does the MNA serve you and your newspaper?
I haven’t really dealt with the MNA much since coming to Montana, but what little I have has always been pleasant.

volved. In Montana, it has been getting the chance to learn about how local government works and getting to be involved with that. In Texas, as a sport editor and SID, it was helping athletes get scholarships, and even helping a few college baseball players get drafted by MLB teams.

What aspect of the job do you find the most rewarding?
What a tough question to answer. There are so many things that I find rewarding about my job. I get the chance to know just about everyone in this small town, which is amazing. I think what I like most about this job is getting the chance to be in-
The Montana Freedom of Information Hotline in 2015 responded to a record-high 226 inquiries on public meetings and access to public documents, year-end statistics show. The Hotline’s attorney, Peter “Mike” Meloy of Helena, answered questions from 105 citizens and 121 print and broadcast journalists.

Those figures don’t include informational calls logged to the Hotline’s board chairwoman, Melody Martinsen, nor do they include the many calls Meloy fielded during the year from journalists, seeking quotes from him on open public meetings and public records issues that arose during the year.

While the need for the Hotline is clear, the funding for the nonprofit organization is more tenuous now than it has been in the past decade. In past years, the Hotline has relied heavily on $4,000 to $5,000 in annual operating funds from grants through the National Freedom of Information Coalition with a 100% hard match from the Hotline. But in 2015, the NFOIC stopped offering operating funds grants. Montana’s media stepped up to the challenge, and broadcasters and print organizations contributed more than $7,000 to fund the Hotline’s budget of about $9,000 a year, the majority of which pays for the Hotline attorney’s steeply-discounted services.

This year, more than ever, the Hotline needs the financial support of Montana’s print, broadcast and digital media. Although the Hotline would be grateful for any contribution from the state’s news organizations, the board in November set the suggested donation levels for 2016 at $62.50 for weekly newspapers and radio stations, $125 for small daily newspapers and TV stations, $250 for medium dailies, and $375 for large dailies.

The suggested donation amounts are truly a bargain for news organizations, especially if any given newspaper’s or broadcaster’s reporters have to make more than one call a year to the Hotline. The going rate for 30 minutes of advice from an attorney is about $200, but a contribution to the Hotline gives reporters and editors unlimited access to a highly specialized public access attorney who has years of experience working with Montana’s access statutes and case law.

Additionally, the contributions from Montana’s news media help ensure that Meloy’s services will be available to members of the public so that they have somewhere to go to get their access questions answered. By helping to fund the hotline, Montana’s news organizations stand up for citizens and help fulfill their critical duty as members of the Fourth Estate.

Meloy can be reached at 406-442-8670 — or by email at mike@meloylawfirm.com — or through the online query form at www.montanafoi.org. The Hotline provides a wallet card with the Hotline’s contact information and a pocket guide to Montana’s FOI laws, available for download from the website and in print through the Montana Newspaper Association and the Montana Broadcasters Association. Montana’s journalists are also encouraged to “like” the Montana Freedom of Information Hotline’s Facebook page at: facebook.com/montanafoi/.

The Hotline board is sending out donation requests/invoices to Montana’s news organizations this month and is actively pursuing grants from the Gannett Foundation and the Best of the West/First Amendment programs. The board plans to use grant funding, if secured, to update the online documents at www.montanafoi.org to reflect the changes made in the 2015 Legislature.

“As a self-employed journalist in Montana for the past 26 years, I know firsthand that our budgets are tight, but one of the main reasons we exist as journalists is to defend the public’s right to know. Supporting the Hotline is a vital link to that effort,” FOI Hotline Board Chairwoman Melody Martinsen said. “I hope that all of Montana’s news media will be able to make a contribution in any amount to support the mission of the Hotline.”

News organizations can send contributions to Hotline Treasurer Clemens P. Work, 5055 Huckleberry Road, Missoula, MT 59803. Donations can also be made via credit card on the FOI website by clicking on the “donate” link on the upper right side of the Home page.

For more information on the Hotline or how to contribute, contact Martinsen at 406-466-2403 or email her at acantha@3rivers.net.
Big Timber Pioneer has a new advertising manager

Lois Huffman has deep roots here, not only in the community, but to the Pioneer as well. Huffman has deep roots here, not only in the community, but to the Pioneer as well.

“Newspapers have always been really important, actually, in my family. I probably learned to read from the newspaper,” she said. “Both my kids learned to read from the newspaper.”

While building ads is a new adventure for Huffman, she’s sure to bring an array of skills and experience to the job.

The adaptation of print media to digital is also of particular interest, Huffman said, adding that she looks forward to seeing how the Pioneer responds to the call for more online content. While competition exists, even in this small town, she said there is something particularly special about a town’s official weekly newspaper.

“The Big Timber Pioneer has always been that,” Huffman said. “My whole life, that has always been the official paper of this town, so I’m honored to be part of it now.”

James DeHaven joins the Independent Record

James DeHaven comes to the IR from the Las Vegas Review-Journal, where he covered city and county government. Most recently, DeHaven was part of a reporting team that exposed the identity of the secret buyer of the Review-Journal as casino mogul and major political financier Sheldon Adelson.

“James brings to the IR the kind of work ethic and watchdog mentality that our readers value in covering local and state government and business issues,” said IR editor Greg Lemon.

DeHaven will serve as the IR’s business and state government reporter. It’s a new coverage area for the IR and will serve to keep readers better informed of what’s happening at the Capitol and within the many state agencies based here in Helena, Lemon said.

“For our readers, state government happenings are daily, front page news,” he said. “We want to meet that expectation, while continuing to expand our role as a watchdog for taxpayers and citizens. This will be one of the most important beats we have, and James’ experience will be crucial.”

DeHaven covered two city halls in his nearly three years at the Las Vegas Review-Journal, reporting on Nevada’s first and fourth-largest cities, Las Vegas and North Las Vegas, for the state’s largest news organization.
Bigfork Eagle moves to digital delivery

This is the last stand-alone print edition of the Bigfork Eagle, a newspaper which has proudly served Bigfork and the surrounding community since 1976, but we are not going away.

Starting soon, the Eagle will focus more online, with a goal toward becoming even more relevant. Because we will not be holding stories for the print publication, our website at www.bigforkeagle.com will be updated more often and you will be able to stay current on community news and sports throughout the week. Of course, we will also continue our growing presence on Facebook and Twitter.

“The decision to halt publication of the Bigfork Eagle as a stand-alone newspaper was necessitated by pure economics,” said Publisher Rick Weaver. “It was a very difficult and painful decision, but the only other option was to continue to lose money. Historically, the newspaper has been consistently unprofitable, and it doesn’t look like there is any end in sight. The changes that are being put in place will ensure that the Eagle is a viable publication that will continue into the future.”

Weaver added, “It is important for folks to realize that the Eagle is not going away, it is changing to meet a changing world with the intent of being a profitable paper in the future. The easiest decision financially would have been to shut the newspaper down and move on, but that is not what is happening.”

Weaver said that the Eagle’s editor, David Reese, and reporter, Sally Finneran, were each offered the opportunity to continue covering the Bigfork community working for Hagadone Montana Publishing in Kalispell, but have declined the offers.

“We have plans to start a wrap-around print edition of the Eagle that will be distributed in the Bigfork area with the Wednesday Inter Lake,” Weaver said. “But because of the change in staffing, that new edition will not be available till sometime in the first quarter of 2016.”

As envisioned by Weaver, the new Bigfork Eagle will be wrapped on top of the news section of the Inter Lake for maximum visibility. Because delivery will no longer rely on mail service, all copies of the new Eagle will be delivered early Wednesday mornings. The recent closing of the Kalispell post office distribution center has often resulted in later delivery of the Eagle. By piggybacking delivery with the Inter Lake, readers will receive their Eagle print version earlier in the week. Postage has been one of the biggest expenses incurred by the Eagle on an ongoing basis.
Lee Enterprises prepares leadership transition

A planned leadership transition will begin at the annual meeting on February 17, 2016, for Lee Enterprises.

Mary E. Junck, chairman, president and chief executive officer, will become executive chairman, continuing to guide Lee’s overall strategy and direction.

Kevin D. Mowbray, a 29-year veteran of Lee, will advance from executive vice president and chief operating officer to president and chief executive officer.

The board intends to nominate Mowbray for election to the board of directors at the annual meeting.

As CEO, Mowbray will have direct responsibility for all aspects of Lee’s operations, including more than 50 divisions in 22 states and the corporate staff, with special emphasis on revenue growth and business transformation.

“Kevin brings tremendous talent, knowledge, intelligence and drive,” Junck said. “He is an astute, forward-thinker with wonderful people skills, a keen ear, sharp foresight and nearly three decades of success after success in top markets across Lee. I am thrilled to be handing over the reins to a leader so capable and deserving, and I very much look forward to beginning this exciting transition.”

Mowbray, 54, was elected executive vice president and chief operating officer in April 2015, having served as vice president and chief operating officer since 2013.

He began his career with Lee in 1986 as an advertising sales representative in his hometown of Kewanee, Ill. He advanced to sales positions in Helena, Butte and Billings, Montana. He was the general manager at the Missoulian in Missoula, Montana, in 1998.

Experienced editor starts at the Herald-News

Bill Vander Weele started as the new editor for The Herald-News and The Searchlight in Culbertson on Monday.

He comes to Wolf Point from the Sidney Herald, where he worked for more than 30 years, including the last 16 as the twice-weekly newspaper’s editor. He holds a Bachelor’s Degree in Journalism from Lakeland College in Sheboygan, Wis.

“What attracted me about coming to Wolf Point is the opportunity to work for a family-run newspaper,” Vander Weele said. “Publisher Darla Downs is known throughout the state as a passionate and professional leader for her newspaper and her community. I’ve known her for many years through newspaper conventions, and I look forward to having a great working relationship with her.”

During his career in Sidney, Vander Weele has earned state and corporate awards in all aspects of editorial work, including general excellence, feature writing, opinion writing, sports reporting and photography.

Outside the office, he is the former head coach for Sidney High School’s girls softball program and twice won the state honor for Kiwanis Key Club Advisor of the Year.

“What makes a newspaper succeed is the community’s support. That includes readers providing story ideas and their opinions to us,” Vander Weele said.
In Memorium

Patrick Goggins

Our hearts are heavy—yet full of joy! Our beloved husband, father and grandfather, Patrick King Goggins, died peacefully surrounded by his whole family on Thursday, Dec. 31, 2015.

Born in Orland, Calif., on May 28, 1930, Pat was the last of John and Pearl Goggins’s six sons. His sister Jane arrived ten years later. As a toddler, Pat’s family returned to Montana. Being raised in the Great Depression, Pat learned to work at a very young age and the value of a day’s work, done right, stuck with him throughout his lifetime.

Pat received an Animal Husbandry degree from Montana State University in 1952. He worked as a herdsman early on, and then was a fieldman and ringman for Western Livestock Journal, the Montana Farmer Stockman and finally the Western Livestock Reporter. In March 1957, Pat started sharing his opinions, comments, and advice in the weekly column “As I See It,” and continued to do so for 54 years.

In 1961, Pat bought the Western Livestock Reporter. Pat taught himself to auctioneer as he drove miles and miles selling advertising for the paper. Auctioneering grew into a career, where he has been recognized as one of the leading purebred livestock auctioneers in the country. Even after he retired, and with all his business interests, auctioneering was his passion and he dearly missed it.

Pat’s entrepreneurship continued, and his keen business savvy allowed him to acquire three auction markets, numerous ranches and feedlots, the first livestock video auction, and a real estate company, in addition to numerous other business ventures. Truly, this man thrived on being an achiever and never looked back once he had a plan.

Save the dates…

Montana Newspaper Association

131st MNA Annual Convention • Grouse Mountain Lodge, Whitefish

June 10 & 11, 2016
2016 MNA Master Editor/Publisher and Montana Newspaper Hall of Fame nomination forms

Now is your chance to spotlight your fellow newspaper professionals for their accomplishments in Montana journalism by nominating them for the 2016 Montana Master Editor/Publisher Award or nominating them for induction into the Montana Newspaper Hall of Fame.

- The deadline to submit your nominations is Thursday, March 31, 2016.
- Instructions for accessing nomination forms are listed below.
- Return your completed forms by mail to MNA, 825 Great Northern Blvd., Ste. 202, Helena, MT 59601 or email jimrickman@mtnewspapers.com.
- Awards will be presented during the 131st annual MNA convention at Grouse Mountain Lodge, Whitefish, Montana.

The nomination form for the 2016 MNA Master Editor/Publisher Award: http://www.mtnewspapers.com/wp-content/uploads/2016/01/MEP-Nomination-Form-2016-doc.docx

Past recipients of the Master Editor/Publisher Award: http://www.mtnewspapers.com/master-editor-publisher-award-winners/

The nomination form for the Montana Newspaper Hall of Fame Award: http://www.mtnewspapers.com/wp-content/uploads/2016/01/Hall-of-Fame-Nomination-Form-2016-doc.doc

Past recipients of the Montana Newspaper Hall of Fame Award: http://www.mtnewspapers.com/montana-newspaper-hall-of-fame/

If you have questions, please contact:

Jim Rickman
Executive Director
406-443-2850
jimrickman@mtnewspapers.com
SALES and MARKETING

STATEWIDE ADVERTISING PROGRAMS

The MNA Statewide Advertising programs experienced tremendous growth in 2015 with DISPLAY ad sales exceeding the prior year by 41% and CLASSIFIED ad sales grew 18%. With more newspapers participating, and increased audience, the value also increased for advertisers. We invite all our member newspapers to capitalize on this revenue-generating advertising program in 2016.

Here’s how:

1 Join the network
2 Take advantage of sales training and support offered by MNA and fellow newspapers in the network
3 Sell and upsell statewide advertising to current clients and to new clients who have a message for readers across the state
4 Keep 50% of the revenue from statewide ads that your newspaper sells
5 Participate in dividend sharing, reviewed and paid quarterly, upon approval

Winter and Spring opportunities: winter fairs, snowmobile sales, ski swaps, outdoor recreation events, bridal fairs, romantic getaways & Valentine’s Day sales & events, seasonal employment recruitment, scholarship offerings, financial services, tax prep services and support, vacation rentals, livestock auctions & sales, education and training recruitment, website development and more! The top selling CLASSIFIED category for winter 2015 was RECRUITMENT ads. The top selling DISPLAY category for winter 2015 was LIVESTOCK AUCTIONS.

The next Statewide Advertising Training and best practices sessions are scheduled for Thursday, February 4, at 2:00 pm and Friday, February 5, at 10:00 am. No reservations are required, simply join the webinar via gotomeeting.com a few minutes prior to the start time of each session. Look for an e-mailed invitation the week prior, with a link to the MNA Statewide Advertising Program training. Attend as a group or individually...all you need is Internet access and a telephone for voice/audio.

The MNA Statewide Advertising Programs will be expanded in the next few months to include a DIGITAL offering. We are developing a platform that will showcase advertisers and offer an additional source of revenue for member newspapers. Input from you and your clients is greatly appreciated. Please join the upcoming sales training sessions or feel free to call Kev Campbell at 406.443.2850 or e-mail her at campbell@mtnewspapers.com.

**Save 50% on a statewide CLASSIFIED ad when bundled with any statewide DISPLAY ad**

**EXAMPLE:** Big Impact Bundle

$406 + $75 = $481

2x2 DISPLAY + 25 Words CLASSIFIED = Total Investment

Bundle up with 370,000+ readers across the Big Sky with statewide advertising in Montana’s newspapers!
Six mantras for newspaper sales reps
Selling ads is hard work. These tips from buyers should help.

By the editors of Media Life

One) “Let me tell you who reads my newspaper.”

You may be selling ad space in your newspaper, but the advertiser is buying your readership, and your readership is your greatest single asset on a sales call.

Newspapers are the medium of choice of people who matter in any community: These people own businesses, own homes, pay taxes, vote and have children in school. Those are the people advertisers most want to reach. You can’t know too much about those people. The more you know, the better you’ll be at selling them.

Two) “My newspaper can boost your sales. I can prove it.”

Listen to a digital sales rep and you’ll hear a stream of numbers. Are the numbers any good? Who’s to say, but they serve to explain the major reason digital is exploding and newspapers are suffering.

Advertisers want and expect data on what they can expect of their ad dollars, but few newspapers have the research to prove their publications can deliver.

Worse, they simply don’t sell advertising that way. The irony is that driving sales is the one thing newspapers are particularly good at.

So get the research going. Get testimonials where you can. Make the argument.

Three) “I’m a believer. I believe in my paper, I believe in newspapers.”

Selling newspaper advertising these days has to be heart-breaking. So many think newspapers are dying or already dead, and what advertiser wants to invest in a publication that’s on the verge of extinction?

But you have to believe. If you don’t believe, you’ll sell fewer ads. You’ll also do deals you shouldn’t, giving in to cockamamie demands. You can become a believer by mastering mantras one and two: Know your reader and be able to prove advertising in your newspaper can deliver.

Four) “I can sell against anyone. Bring it on.”

The old newspaper days were great. You were the one paper in a one-newspaper town. Media was a silo business; each silo had its slice of media dollars it could call its own.

Digital came along and blew the silos down. Now everyone competes for every scrap of business.

To sell in this new environment, you need to know your paper but you also need a deep understanding of your competitors’ strengths and weaknesses. All have weaknesses.

Catalog all the arguments against newspaper advertising and marshal arguments knocking down each.

Put yourself in the position of the advertiser facing five choices. How does he choose? How do you help him choose? By understanding all five choices.

Five) “Yes, I know what’s in my paper because I read every page of it.”

The worst thing a rep can do on a sales call is flub a simple question about the paper. It looks dumb. You come off as not caring, and in front of someone who you want to invest ad dollars.

Assume the person you are selling to reads the paper every day and has for years.

You need to read the paper every day and be able to discuss what’s in it. You, the rep, are likely that advertiser’s one human link to the paper. You are, in his or her mind, the publisher, editor, favorite columnist, despised columnist and delivery boy, all wrapped into one. Their engagement in your paper is a blessing. Put it to work for you.

Six) “I will stay ahead of the curve of change in media.”

What is true one day may not be true the next, and vice versa. Such is the nature of change. For all the forecasting done in media, the sad fact is we are invariably taken by surprise by the biggest developments. Who anticipated social media? Or Google, even?

Newspapers have had a rough slog this past decade or so. But that could change tomorrow, or next Thursday, or Jan. 1, the result of this or that development in the media marketplace.

You need to know about it in order to sell with it.

The only way you are going to know about it is if you closely follow not just newspapers but all media: radio, TV, out of home, direct mail and, of course, all things digital.