Best Feature Photo
Division 1
2017 Better Newspaper Contest
By Nathan Bourne, Seeley Swan Pathfinder

Titled: Fourth of July Fireworks

Like many photographers, every year we cover the same events over and over again. So, it is always a bit of a challenge to come up with a different shot. This year, I went down to the fireworks show on Seeley Lake early to see if I could find a new spot to shoot the main display from. The band usually doesn’t play during the main fireworks show, but I took the opportunity to shoot some shots of the private displays framed with the band to test out if it would work in case they played through the full show. They didn’t, but it turned out this photo was our favorite of the night as I didn’t find that new angle on the same old show.

Judge’s comment:
Great color and framing with the crop. Right place and right time.
**MNA Calendar**

**July**

28  
Member Educational Opportunity: Online Media Campus: Effective Prospecting: Five Steps to More Conversions  
Register at [http://onlinemediacampus.com/](http://onlinemediacampus.com/)

**August**

10  
Member Educational Opportunity: MNA Statewide Advertising Program Q & A conference call at 10:00 am and 1:00 pm  
1-888-852-5501, passcode 384067

17  
Member Educational Opportunity: Online Media Campus: Five Ways to Use Facebook Live (and how-to)  
Register at [http://onlinemediacampus.com/](http://onlinemediacampus.com/)

18  
Deadline to submit articles for the August Press Pass

21  
Solar eclipse

24  
Member Educational Opportunity: MNA Statewide Advertising Program Q & A conference call at 10:00 am and 1:00 pm  
1-888-852-5501, passcode 384067

24  
Member Educational Opportunity: Online Media Campus: Automatic InDesign - Register at [http://onlinemediacampus.com/](http://onlinemediacampus.com/)

**September**

1  
Registration deadline for Google News Lab Training:  

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

22  
MNA & MNAS Board of Directors’ meeting, Heritage Inn, Great Falls

23  
Member Educational Opportunity: Google News Lab Training, Heritage Inn, Great Falls:  

**October**

1  
Deadline to file USPS Statement of Ownership, Management & Circulation Form 3526

1  
National Newspaper Week

20  
Deadline to submit articles for the October Press Pass

---

**Many Thanks**

The Montana Newspaper Foundation recognizes the generous contributions and donations made at the 132nd annual convention of the MNA.

Alan Bublitz  
Daniels County Leader

Alastair Baker  
Darla Downs

Belgrade News  
David Keyes

Big Timber Pioneer  
David McCumber

Billings Gazette  
Detta Downs

Billings Times  
Dick Crockford

Bozeman Daily Chronicle  
Dillon Tribune

Burl and Roz Bowler  
Erica Yakawich

Butch and Jane Larcombe  
Erin Leonard

Carbon County News  
Evan Bruce

Chad Knudson  
Flathead Beacon

Choteau Acantha  
Glenlakes Ranger-Review

Cindy Sease  
Great Falls Tribune

Cribb, Greene and Cope  
Haavre Daily News

Daily Inter Lake  
Herald-News & The

Dan Killoy  
Searchlight

Holly Michels  
Independent Press

Independent Record

Jacques and Kristin Rutten

Jeff and Melody Martin

Jenny Gessaman

Jim and Dee Strauss

Jim Rickman

John Henry Haseltine

John MacDonald Consulting LLC

John T. Cribb

Livingston Enterprise  
Livingston Enterprise

Matt Gibson

MDU Resources

Meagan Steiner

Michael Wright

Miles City Star

Missoula Independent

Montana Historical Society

Montana Standard

MSU News Service

Nick Ehli

Payne West

Payne West

Roger Osborne

Scott Squillace

Seeley Swan Pathfinder

---

In the past year our Foundation has continued to support the Montana newspaper industry through financial support of our members to hire interns, two scholarships for students of the U of M School of Journalism program, a scholarship for the Montana High School Journalist of the Year and a grant for the Montana Journalism Education Association to support the continuing education of high school journalism instructors. And, our foundation plans to launch a new financial grant to assist a member with continuing education in the field of design.

To make a financial gift the Montana Newspaper Foundation, please contact Jim Rickman at (406) 443-2850 or jim@mtnewspapers.com.
July 28, 2017

Better Newspaper Contest Winners

First Place

Best Page Layout and Design
Division 4
By Stacy Mantle, publisher,
Havre Daily News

Judge’s Comment: This is doing a great job of selling the fair. We have rides, we have activities, we have happy children and we have friends having fun.

To view all the first-place winners of the 2017 Better Newspaper Contest, please visit the following link:
### 2017-2018 Montana Newspaper Association Officers and Board of Directors

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Newspaper/Website</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Darla Downs</td>
<td>The Herald-News, Wolf Point</td>
<td><a href="mailto:herald@nemont.net">herald@nemont.net</a></td>
</tr>
<tr>
<td>1st Vice President</td>
<td>Kyle Rickhoff</td>
<td>Billings Gazette</td>
<td><a href="mailto:krickhoff@billingsgazette.com">krickhoff@billingsgazette.com</a></td>
</tr>
<tr>
<td>2nd Vice President</td>
<td>Scott Squillace</td>
<td>Livingston Enterprise</td>
<td><a href="mailto:controller@livent.net">controller@livent.net</a></td>
</tr>
<tr>
<td>3rd Vice President</td>
<td>Tyler Miller</td>
<td>Independent Record, Helena</td>
<td><a href="mailto:tyler.miller@helenair.com">tyler.miller@helenair.com</a></td>
</tr>
<tr>
<td>Immediate Past President</td>
<td>Jacques Rutten</td>
<td>Lewistown News-Argus</td>
<td><a href="mailto:publisher@lewistownnews.com">publisher@lewistownnews.com</a></td>
</tr>
<tr>
<td>MNAS President</td>
<td>Jeff Martinsen</td>
<td>Choteau Acantha</td>
<td><a href="mailto:tetonads@3rivers.net">tetonads@3rivers.net</a></td>
</tr>
<tr>
<td>MNAS Vice President</td>
<td>Jim Durfey</td>
<td>Livingston Enterprise</td>
<td><a href="mailto:jdurfe@livent.net">jdurfe@livent.net</a></td>
</tr>
<tr>
<td>Director</td>
<td>Cindy Sease</td>
<td>Bozeman Daily Chronicle</td>
<td><a href="mailto:csease@dailychronicle.com">csease@dailychronicle.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>Kellyn Brown</td>
<td>Flathead Beacon, Kalispell</td>
<td><a href="mailto:editor@flatheadbeacon.com">editor@flatheadbeacon.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>George Hoffman</td>
<td>Belgrade News</td>
<td><a href="mailto:ghoffman@belgrade-news.com">ghoffman@belgrade-news.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>Stacy Mantle</td>
<td>Havre Daily News</td>
<td><a href="mailto:smantle@havredailynews.com">smantle@havredailynews.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>Jim Strauss</td>
<td>Great Falls Tribune</td>
<td><a href="mailto:jstrauss@greatfallstribune.com">jstrauss@greatfallstribune.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>Dick Crockford</td>
<td>Dillon Tribune</td>
<td><a href="mailto:publisher@dillontribune.com">publisher@dillontribune.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>Larry Abramson</td>
<td>U of M School of Journalism, Missoula</td>
<td><a href="mailto:larry.abramson@umontana.edu">larry.abramson@umontana.edu</a></td>
</tr>
<tr>
<td>Director</td>
<td>Rick Weaver</td>
<td>Daily Inter Lake, Kalispell</td>
<td><a href="mailto:rvweaver@dailyinterlake.com">rvweaver@dailyinterlake.com</a></td>
</tr>
</tbody>
</table>

### Montana Newspaper Association Committee Chairs

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair</th>
<th>Newspaper/Website</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal &amp; Legislative Affairs</td>
<td>Nick Ehli</td>
<td>Bozeman Daily Chronicle</td>
<td><a href="mailto:nehli@dailychronicle.com">nehli@dailychronicle.com</a></td>
</tr>
<tr>
<td>Better Newspaper Contest</td>
<td>Kellyn Brown</td>
<td>Flathead Beacon, Kalispell</td>
<td><a href="mailto:editor@flatheadbeacon.com">editor@flatheadbeacon.com</a></td>
</tr>
<tr>
<td>Awards</td>
<td>Dick Crockford</td>
<td>Dillon Tribune</td>
<td><a href="mailto:publisher@dillontribune.com">publisher@dillontribune.com</a></td>
</tr>
<tr>
<td>Paid Content Distribution</td>
<td>Kyle Rickhoff</td>
<td>Billings Gazette</td>
<td><a href="mailto:krickhoff@billingsgazette.com">krickhoff@billingsgazette.com</a></td>
</tr>
</tbody>
</table>

### Montana Newspaper Advertising Service Officers and Board of Directors

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Newspaper/Website</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Jeff Martinsen</td>
<td>Choteau Acantha</td>
<td><a href="mailto:tetonads@3rivers.net">tetonads@3rivers.net</a></td>
</tr>
<tr>
<td>Vice President</td>
<td>Jim Durfey</td>
<td>Livingston Enterprise</td>
<td><a href="mailto:jdurfe@livent.net">jdurfe@livent.net</a></td>
</tr>
<tr>
<td>Director</td>
<td>Chad Knudson</td>
<td>Glendive Ranger-Review</td>
<td><a href="mailto:rrpub@rangerreview.com">rrpub@rangerreview.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>Erica Yakawich</td>
<td>Montana Standard, Butte</td>
<td><a href="mailto:erica.yakawich@lee.net">erica.yakawich@lee.net</a></td>
</tr>
<tr>
<td>Director</td>
<td>Erin Leonard</td>
<td>The Madisonian, Ennis</td>
<td><a href="mailto:ads@madisoniannews.com">ads@madisoniannews.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>George Hoffman</td>
<td>Belgrade News</td>
<td><a href="mailto:ghoffman@belgrade-news.com">ghoffman@belgrade-news.com</a></td>
</tr>
</tbody>
</table>

### Montana Newspaper Foundation Officers and Board of Directors

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Newspaper/Website</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Melody Martinsen</td>
<td>Choteau Acantha</td>
<td><a href="mailto:acantha@3rivers.net">acantha@3rivers.net</a></td>
</tr>
<tr>
<td>Vice President</td>
<td>Jacques Rutten</td>
<td>Lewistown News-Argus</td>
<td><a href="mailto:publisher@lewistownnews.com">publisher@lewistownnews.com</a></td>
</tr>
<tr>
<td>Secretary/Treasurer</td>
<td>Jim Rickman</td>
<td>Montana Newspaper Association</td>
<td><a href="mailto:jim@mtnewspapers.com">jim@mtnewspapers.com</a></td>
</tr>
<tr>
<td>Director</td>
<td>Darla Downs</td>
<td>The Herald-News, Wolf Point</td>
<td><a href="mailto:herald@nemont.net">herald@nemont.net</a></td>
</tr>
<tr>
<td>Director</td>
<td>Jeff Martinsen</td>
<td>Choteau Acantha</td>
<td><a href="mailto:tetonads@3rivers.net">tetonads@3rivers.net</a></td>
</tr>
<tr>
<td>Director-at-large</td>
<td>John Sullivan</td>
<td>Yellowstone Newspapers</td>
<td><a href="mailto:execoffice@livent.net">execoffice@livent.net</a></td>
</tr>
</tbody>
</table>
2017-2018 Montana Newspaper Association
President Darla Downs

Darla Downs is a third-generation newspaper publisher working at The Herald-News since 1996 when she was hired as circulation manager and advertising sales by her grandmother, Mamie Downs, who was publisher at the time. Darla has worked in every aspect of the newspaper business on her way to the publisher’s position. Darla has a bachelor’s degree in computer system integration with a minor in accounting. Her grandfather, Harry Downs Sr., was inducted into the Montana Newspaper Hall of Fame in 1999 and her father, Harry Downs Jr., was honored as Master Editor/Publisher in 1994. She has three grown daughters, Rebecca, Katelynn and Jessica.

Tyler Miller elected 3rd vice president of the Montana Newspaper Association

Tyler Miller is the regional publisher for the Helena Independent Record and Montana Standard in Butte. He lives in Helena with his wife and four children. Tyler has a passion for the newspaper industry and is excited to help the industry navigate the changes the digital age brings. Prior to moving to Montana, Tyler served as the publisher for the Daily Record in Ellensburg, Washington. He has also served as the ad director in Ellensburg and in Denver as a regional ad director over 14 weekly newspapers with Colorado Community Newspapers. In his spare time, Tyler enjoys spending time with his family, golfing, biking, hiking, fishing and enjoying the outdoors.

Erica Yakawich and Chad Knudson join the Montana Newspaper Advertising Service board of directors

Erica Yakawich is a Butte native and works as the regional digital director of the Butte Montana Standard and Helena Independent Record, working for Lee Enterprises for the last 11 years. She has worked in Butte as an editorial assistant, copy editor, online editor, videographer and digital retention sales specialist, and now as the regional digital director between markets. She joined the senior management team in 2016. Erica is a graduate of Montana Tech with degrees in drafting and technical communications, and apprenticed as a graphic and layout designer while in college. She enjoys hiking, fishing and exploring open roads with her family, and painting and being creative. She is married to husband Nate, who’s a chef, and has two young children, Ella and Orson.

Chad Knudson is the publisher of the Glendive Ranger-Review, a position he has held for five years. Knudson is a fifth-generation Glendivian who graduated from Dawson County High School. After graduating from Valparaiso University in Indiana and living and working outside the state for many years, he returned home in 2011. He joined the Ranger-Review in the newsroom, and his transition to publisher was aided by significant previous work in a variety of business management and sales roles. Knudson is single and enjoys being around many family members, including parents, siblings and nieces and nephews, who all reside in Glendive. He also serves in a variety of capacities in the community, including on the board of trustees of Dawson Community College and as president of the Leadership Glendive organization.
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!
When a police officer is charged with a crime, the public has a right to know what happened. That’s not just our opinion. It’s the opinion of the Montana Supreme Court, which concluded almost 25 years ago that “the position of public trust held by a police officer alleged to have committed a criminal act, albeit while off duty, was such that there existed a compelling state interest in the release of the investigative information surrounding the incident.”

The law clearly requires this information to be released, and for good reason. The public needs to know whether they can trust the people who have been given the power to take away their freedom or their life.

So what does it take to get it? Apparently a good attorney, a lawsuit, six months and a fat check.

At least that was our experience, after we requested the investigative information regarding an off-duty Helena police officer charged with domestic assault and the city of Helena responded by taking us to court.

Luckily, we had the time and the means to jump through all the legal hoops. And the investigative information that a district judge eventually ordered the city to release was neither time-sensitive nor even that interesting in this case.

But if we are having this much trouble enforcing the right to know guaranteed by case law, state statutes and the Montana Constitution, other Montana citizens probably are, too.

And we can’t help but wonder: What about the people who can’t afford to hire an attorney or don’t know how to navigate the legal system? What if they need the records quickly to save their car, house or job? What information is being hidden from Montanans who just can’t deal with the rigmarole?

We know we harp on government transparency issues a lot. But we want people to remember examples like this when local and state officials talk about how accountable they are to the public.

Sunshine laws are not just there for the newspaper. They are there for everyone.

We just wish they worked for everyone.

Matt Gibson interview with Home Ground Radio

“A combination of corporate consolidation and the internet have made independent local newspapers into an endangered species. So why would he give 20 years of his life trying to build one?”

Listen to Montana NPR Home Ground Radio host Brian Kahn’s interview with Matt Gibson of the Missoula Independent.

http://www.homegroundradio.org/episodes/
Lee Newspapers challenge ‘victim’s bill of rights’ Marsy’s Law

By Lee Newspapers, JAYME FRASER jayme.fraser@lee.net June 28, 2017

A group of Montana newspapers has been allowed to join a challenge to Marsy’s law as a friend of the court. The law, a so-called victims’ bill of rights, was passed by voters in November and is supposed to take effect July 1.

The American Civil Liberties Union of Montana, Montana Association of Counties, Montana Association of Criminal Defense Lawyers, a county attorney and a victims’ rights advocate, asked the Montana Supreme Court on June 20 to void the law created when Constitutional Initiative 116 passed with 66 percent of the vote.

It creates a new section of the state Constitution enumerating 18 rights for crime victims, including the right to refuse an interview or deposition and to receive notification for all steps of a criminal proceeding.

On Tuesday, the court kept that lawsuit alive, ordering Montana’s attorney general and secretary of state to file a response to the effort to strike down the law within 30 days.

Lee Newspapers argued in its filing Monday that “Marsy’s Law” will limit the right to know and right to participate under the Montana Constitution, as well as state and federal freedom of the press rights. The company’s five Montana newspapers -- The Billings Gazette, Missoulian, Montana Standard, Independent Record and Ravalli Republic -- filed the amicus brief.

“This would really put a freeze on information and make it onerous, if not impossible, to report on or observe public courts,” Billings Editor Darrell Ehrlick said, noting the law could effectively remove the ability of the press and wider public to observe its government in action – a critical tool to hold it accountable.

“We don’t want to revictimize people. That’s the last thing we want,” Ehrlick said. “But you can’t trade away the public’s right to observe the system or to know what’s happening. The public’s right to know provides a check on the system.”

Cities and counties around the state are concerned about the costs of complying with the new law, saying they don’t have enough staff to do what will be required. The suit contends the law is unconstitutional.

The brief filed by the newspapers Monday raised new concerns about how the law could dramatically limit the information police and prosecutors release to the public. Billings Attorney Martha Sheehy wrote that those effects are “not merely hypothetical” and that “newspapers have already encountered difficulties in Montana when gathering news regarding criminal matters.”

One county attorney told a Lee Newspaper that he was not sure if he could release basic information about a crime because of the new law. Others have speculated that law enforcement or prosecutors might not release any information, or might significantly delay its release, out of fear that they do not know all the victims and could be sued for inadvertent notification failures.

Ehrlick said the news media play a critical role in keeping the public informed about their government and public safety concerns, including how well law enforcement serves crime victims.

For instance, a recent story in the Missoulian and Billings Gazette highlighted that 60 rapes were reported to Billings police in 2016, yet none of them resulted in criminal charges. It detailed why investigators and prosecutors failed to file charges and compared those figures to Missoula, where an increased number of reports resulted in prosecutions after years of reform. Reporter Ashley Nerbovig used public court and police records to develop the tally as well as to document the reasons none of the perpetrators faced punishment.

“I don’t think that story is going to be possible with the new law, or at least it would be a lot harder,” Ehrlick said. “How would the public be able to hold law enforcement accountable – the investigative arm, the cops, or the prosecuting arm, the county attorney’s office – if we could not get that information?”

Ehrlick described Montana’s constitutional rights to know and to observe as “foundational” and “fundamental” beyond just the impacts to newsgathering.

“You as a taxpayer, you pay for this criminal justice system and you have a right to know if your neighbor is accused of something and you have a right to sit in on any open court proceeding,” he said. “That’s the basis of our justice system. That there’s no secret parts of the court that are hidden.”
In Memoriam

Rita Celeste Munzenrider

After many full years as a writer, editor, storyteller, cat lover and beloved sister and friend, Rita Celeste Munzenrider passed away unexpectedly in Santa Fe, New Mexico, on May 14, 2017. She was 57 years old.

The youngest of eight children, Rita was born in Helena on Feb. 25, 1960, to Robert and Mary Evangeline Munzenrider. The family recognized early on her creativity and zest for life.

She graduated from Helena High School in 1978, and enrolled in the School of Journalism at the University of Montana. Following graduation, she was employed as a reporter for the Helena Independent Record. She moved to the Billings Gazette in 1982, covering courts and law enforcement. In 1994 she joined the staff of University Relations at UM in Missoula, and her competence and dynamic energy quickly moved her through the ranks: in 2001 she landed her “dream job” as permanent director of University Relations. During her tenure, she led a creative team that garnered many regional and national awards for publications and creative marketing. She always relished her chance to promote UM and her beloved Grizzlies.

Charles W. ‘Chuck’ Walk

Charles W. “Chuck” Walk, 81, of Mason City, IA, died Monday, July 17, 2017.

Charles was born October 11, 1935, in Grafton, IA. He graduated from Mason City High School in 1952. Chuck received his undergrad from the University of Iowa in Iowa City, IA, before earning his master’s degree from Northwestern University in Chicago, IL. In 1959, Chuck married Vera Matson in Mason City. Chuck began his career as a general assignment reporter for the Globe Gazette before becoming editor. Chuck, along with Elwin Musser (photographer), covered the Buddy Holly crash for the Globe Gazette. Chuck later continued his career with the Kansas City Kansan in Kansas City, KS (general manager and publisher), the Bismarck Tribune in Bismarck, ND (general manager and publisher), the Helena Independent Record in Helena, MT (publisher) and the Montana Press Association (president). He retired as a publisher from Lee Enterprises, and served as executive director of the Montana Newspaper Association from 1988 - 1995. Chuck is survived by his wife of 58 years, Vera Walk of Mason City.

Support the Montana Newspaper Foundation by requesting our customized license plate.
Does your company have a rock-solid plan in place to make sure you reach your goals and objectives?

Have you identified exactly what needs to be accomplished -- by whom and by when -- to achieve success? Does everyone in your organization understand and support key strategies and priorities? And finally, do you have a monitoring system in place to gauge progress and ensure implementation of your plan?

Unless you answered “yes” to each of these questions, you may not be as well positioned for maximum success as you would wish.

Here’s a simple truth: better planning drives better results. It’s remarkably straightforward, yet undeniably true.

Developing and executing a clear plan for strategically moving your organization from where it is today to where it needs to be in the future is a key factor in both short-term results and long-term success.

It doesn’t matter what label you put on that plan. Call it a strategic plan, annual plan, operational plan, success plan, “the plan,” or whatever you like. The key is simply to develop a written plan that serves as a road map for achieving your goals and objectives.

What will better planning do for you?
• Create a clear, shared vision of future success for the organization
• Define strategies, priorities and action plans to achieve that vision
• Generate better thinking and better decisions
• Increase engagement and buy-in throughout the entire organization

Most importantly of all: drive direct, measurable improvement in results and organizational success.

An effective, well-implemented strategic plan can be a key element in the success of organizations of all types: public, private, for-profit, nonprofit, large, small, and everything in between. Making the investment of time and resources to develop a strategic plan that actually drives results is well worth the effort!

There is no time like the present to get started on improving your planning effectiveness and organizational performance, either for the current year or in advance for the year to come. The sooner you begin, the more quickly you’ll see improved results.

*Former newspaper executive Mark Mulholland is president and chief strategy evangelist of MAX Strategy Consultants (StrategicPlanningThatWorks.com), a South Carolina-based firm specializing in developing and executing planning initiatives that drive short-term results and long-term success. He can be reached at 843-501-2141, or Mark@StrategicPlanningThatWorks.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, July 28**

**Effective Prospecting: Five Steps for More Conversions**

**Presenter: Mike Centorani, Sales Transformation Now, Inc.**

How would you like to get more appointments while making less calls? Contrary to popular belief, prospecting or cold-calling is not a numbers game. It’s a quality game. This session will teach you how to get more appointments by working smarter, not harder.

**Thursday, August 17**

**Five Ways to Use Facebook Live (plus how-to)**

**Presenters: Jason Kolnos, Cape Cod Times, and Timothy Schmitt, GateHouse Media**

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 August 14**

**Friday, August 25**

**Automatic InDesign**

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