Friends gather at City Beach on Whitefish Lake for a sunset hacky sack session June 22, 2014.

Camera: Nikon D7000
Lens: 17-55mm
ISO: 250
1/2000 sec at f/2.8
MNA Calendar

April
2  Open Government, Part I: “Open Meetings and Public Participation” webinar at 11:00 a.m., or join our live audience at the Montana Historical Society Craney Gallery in Helena.
9  2nd Annual High School in Journalism Day - Don Anderson Hall, University of Montana - Contact julia.cummings@mso.umt.edu
10  Deadline for MNA Hall of Fame and Master Editor/Publisher nominations
15  Montana Corporation Annual Report filing deadline with the Montana Secretary of State
17  Deadline to submit articles for the April Press Pass
17  MNA and MNAS Board of Directors’ meetings, Great Falls
17  U of M School of Journalism Dean Stone Scholarship and Awards Banquet, Holiday Inn Missoula Downtown, rsvp by April 8 to julia.cummings@mso.umt.edu

May
15  Deadline to submit articles for the May Press Pass

June
11  MNA and MNAS Board of Directors’ meetings, Buck’s T-4, Big Sky
12  Montana Newspaper Foundation annual banquet and fundraiser, Buck’s T-4, Big Sky
12, 13  130th MNA Annual Convention, Buck’s T-4, Big Sky
13  MNA and MNAS Annual Meeting and election of officers, Buck’s T-4, Big Sky
13  Presentation of the 2015 MNA Better Newspaper Contest Awards, Buck’s T-4, Big Sky
19  Deadline to submit articles for the June Press Pass

MNA Accounting Specialist Randy Schmoldt has accepted a new career opportunity with the Federal Reserve Bank in Helena. Randy made significant improvements to the accounting and administrative services we provide our members and clients. We wish Randy the very best in his new career.

The MNA welcomes Pamela Chriske as our Accounting Specialist.
Pamela has been a professional in the accounting field for 25 years. Her first 15 years in the banking industry include 10 years with the Federal Reserve Bank and, in recent years, non-profit organizations and associations. Pamela is excited to learn about the newspaper industry and looks forward to working with – and meeting – our members, clients and stakeholders.

Montana Newspaper Association

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Pamela Chriske, Accounting Specialist | pamela@mtnewspapers.com
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Our Mission:
To advance and sustain the news publishing industry in Montana.
Nothing at the Legislature is a certainty until Day 90. I offer that caveat because we’ve reached that point in the session where the bills that are still alive come under growing pressure to either be polished up before they’re sent to the governor or they become the target of increased efforts to be killed.

For the Montana Newspaper Association, we’re experiencing a little bit of both on some important legislation, and even as I write this, the final outcome is up in the air.

In February, Rep. Kirk Wagoner introduced two bills, HB447 and HB448, that are intended to ensure that people with claims that they were denied access to public information or public meetings can recoup any attorneys’ fees if they are successful in court. Current law states that only “plaintiffs” in public records claims can seek attorneys’ fees. Historically, the plaintiff in a public-records complaint was the media or a private citizen who was denied the records. But in recent years, rather than denying the records, some government entities have simply gone to court first. By seeking a declaratory judgement, they’ve positioned themselves as the “plaintiffs” and made the media or member of the public the respondent. Wagoner’s bills were intended to address that and stop the “rush-to-the-courthouse” mentality that has been growing.

Both bills easily passed the House. In March, they came before the Senate Judiciary Committee, where opponents were more organized and the sponsor and supporters faced tougher questions. As we did in the House, the Montana Newspaper Association spoke in favor of both bills. Matt Gibson of the Missoula Independent, an MNA member, came to Helena to testify and told the committee how he has been repeatedly testifying and told the committee how he has been repeatedly positioned as a respondent in court cases filed by the state simply for asking for public information.

While the original version of the bill said that a person who wins a claim of being wrongly denied public records or access “must” receive reasonable attorneys’ fees, the committee amended the language to “may” receive such fees before sending the bills to the full Senate for consideration. While the change in language weakens the language some, the Montana continues to support the bill. Our first concern, which is now addressed, was to remove the word “plaintiff” or “petitioner” from the language. As I write this, we are awaiting action by the Senate. We know there continues to be opposition to these bills, so we are watching their progress closely.

Other legislation we’ve been monitoring since last fall is House Bill 123, the bill to reorganize and update Montana’s open-records laws. I’ve written about this subject previously as the bill has progressed through the House and now into the Senate. In March, the Senate State Administration Committee took up the bill. HB123 has had the input of a lot of stakeholders. Some who had originally opposed the legislation came to the Senate committee meeting to support it because of changes that had been agreed to. Rep. Don Jones of Billings, who has carried this bill since it was a baby in an interim committee over the summer, has done tremendous work to try to improve this bill for all involved. We continue to support it, but have grown concerned at efforts by the Governor’s Office to try to amend a definition of “person” into the language. A representative from the Governor’s Office asked for an amendment to define a person in Montana’s open-records law as a “Montana citizen.” We strongly oppose this, and it was opposed by several other stakeholders as well as the bill sponsor. As we testified in the Senate State Administration Committee, we don’t believe the drafters of the Montana Constitution ever intended to so narrowly define that term when they wrote “Any person.....” As with Rep. Wagoner’s bills, we will continue to watch this very closely. Legislative leaders have indicated that they intend to adopt the language in Rep. Wagoner’s bills about who is eligible for attorneys’ fees into HB123 if all three move forward.

In other developments, Rep. Jeff Essmann introduced another bill related to drones. Like his previous bill that we successfully killed, House Bill 593 would make it illegal for anyone to use a drone to film another person or that person’s property without written permission. We testified against the bill and, as we stated on his previous legislation, reminded legislators that a person’s right to privacy is greatly diminished – if it exists at all – when they are in public. As of this writing, the House Judiciary Committee has not taken action on the bill. The MNA was joined by nearly a dozen other opponents to the bill.

We were happy to learn last week that Rep. Daniel Zolnikov’s House Bill 207 to strengthen Montana’s reporter shield law passed out of Senate Judiciary unanimously and passed the full Senate March 20 on a vote of 45 – 1. This bill clarifies that Montana’s shield law also applies to electronic information that may be stored on a server or “cloud.” With the session about two-thirds over now, our focus is on trying to make sure the bills we support continue to move forward, while applying pressure to kill the one or two bad bills that are still alive. I want to thank the MNA membership again for helping us throughout the session. On numerous occasions, you’ve been our eyes and ears, helping point out legislation of interest to the newspaper industry and the public’s right to know. And when called on, you’ve written letters and even come to Helena to testify. Your efforts are greatly appreciated.
Chad Knudsen  
General Manager, Glendive Ranger-Review

PERSONAL STATS  
Born (year & place): Glendive, MT

First newspaper job:  
I was a newspaper carrier for the Ranger-Review! My first job on staff was here in Glendive many years later.

Family:  
I am single. As a fifth-generation Glendivian, I have many members of my extended family nearby, ranging from an 89-year-old grandmother to a 2-year-old nephew.

Education:  
I graduated from Dawson County High School and earned college credit at Dawson Community College here in Glendive. I earned a bachelor’s degree in Business Administration from Valparaiso University (Indiana).

COMMUNITY INVOLVEMENT AND DIVERSIONS:  
One of the things I both love and loathe about a small town is the opportunity to be involved in many different activities! I currently serve as chairman of the Dawson Community College Board of Trustees, having been elected to the board in 2013. Prior to that I had a leadership role in a nationwide search for a new college president. I serve as vice-president of the Leadership Glendive program, and chair the Curriculum Committee for that program. I also participate in a group focused on expanded parks and recreation opportunities in the area, which most recently led a successful campaign to build a splash park. I am occasionally called upon to serve as emcee, judge or even cast member in local events and productions.

How did your career lead you to where you are now?  
I had an unconventional journey to the publisher’s chair. I began my career in business development at MDU Resources Group. I realized that corporate life at a Fortune 500 was not for me and tried my hand for a while as a small business owner. Having lived in cities for many years, I decided it was time to return home to Montana to spend more time with family and less time commuting. With a strong interest in current events and an aptitude and love for writing, I joined the Ranger-Review as a staff writer. When the opportunity arose, my background in business management and my editorial experience provided a good basis upon which to assume the leadership role at the newspaper.

What’s the most important thing you learned along the way that prepared you for your current role?  
I frequently reflect on how the variety of experiences I had prior to even considering working for a newspaper were really an ideal preparation for my current role. There is something from my education or work history that provides a good background for just about every aspect of operating a newspaper.

What aspect of the job do you find the most rewarding?  
Perhaps because this is my hometown, I have a deep interest in both its history and future. The newspaper is at the crossroads of those two things every day. I have a unique and interesting vantage point from which to watch history happen and occasionally to help explain and influence the future.

MEMBER PROFILE continued on page 5
MEMBER PROFILE

What aspect of the job do you find the most challenging?

Staffing. Without a doubt the biggest challenge has been the extremely tight labor market as our area experiences economic distortions associated with the Bakken oil phenomenon. I think a community newspaper works best with a compatible staff that gets along, works well together and understands the necessity to work as a team. In many of our departments we have learned to work short-handed, but that means there is often no backup coverage for illness or vacation. Finding and retaining qualified people who work well together is an ongoing struggle.

The best branding is reliable, trustworthy editorial content. Especially with the advent of robust social media chat groups, we emphasize that we are the definitive place to go for facts when the world is awash in supposition and hearsay. I have also put an emphasis on keeping things fresh. When I started I found a tendency both among long-time staff members and advertisers to “do what we did last year.” In some cases we had been doing the same as last year for a decade or more. The look and feel of ads and features in the paper became stale. We now put an emphasis on redesign and updates, both in our content and in advertising. Finally, we have been robustly utilizing our website and Facebook. As a twice-weekly paper, these platforms allow us to provide new content between publication days, as well as value-added content such as video to complement articles. Popular features such as polls and “throw back Thursday” photos often generate significant discussion and interaction on social media. I believe this enhances our brand and keeps us relevant across media and demographic groups.

We launched an updated, advertiser-supported website about a year ago. Our first e-edition began last fall. We sell our website based on perpetual, self-renewing contracts. We don’t sell any web advertising on a short-term basis. This model works well for us, and almost all of our launch advertisers are still with us. Our focus is on using the various digital tools to enhance our print product (as mentioned above). The website allows us to add content, but we strictly limit how much of the paper is available online. We are promoting the e-edition most heavily to our mail subscribers as an alternative and faster delivery option. All of our products have to work together with the focus being on driving people back to the newspaper.

As aggressive as we are in creating and promoting content digitally, I constantly remind my staff that while the Internet is fun, newspapers printed on paper actually make money! Our circulation is steady, but the biggest print challenge we have is the transient nature of the growing population. There are a large number of residents who have not “bought in” to the community, including subscribing to the newspaper. Many of these people have young families, so we try to put an emphasis on youth and school coverage and photos to help draw them in and market the paper accordingly.

Even within our Yellowstone Newspaper Group it is easy to get locked in individual silos in our communities. MNA is valuable in networking with others in our industry, keeping an eye on legal and political issues and providing a central digital archiving service.

What have you done to enhance the brand of your newspaper in your area?

What is your digital strategy right now?

What is your print strategy right now?

How does the MNA serve you and your newspaper?

March 27, 2015
OPEN GOVERNMENT
Part I of III: “Open Meetings and Public Participation”
Thursday, April 2, at 11:00 a.m.

Presenters
Journalist Ian Marquand and Attorney Mike Meloy

This one-hour, interactive educational opportunity will be held at the Montana Historical Society Craney Gallery, 225 North Roberts, Helena, and broadcast live via webinar.

Webinar space is limited to 100 logins, so you may want to share a screen.

You can test your compatibility in advance of the webinar here:

To join the webinar live:
1. Direct your browser to the following link: http://montana.adobeconnect.com/mba/
2. Select “Enter as a Guest” and type your name into the field provided.

The webinars will be recorded and made available here after the events.

Sponsors
This is the first of a three-part educational series sponsored by:

The Montana Newspaper Foundation is a 501c3 educational non-profit organization dedicated to raising and accumulating funds for member education, scholarships and the Member Internship Program. Over the past years, thousands of dollars have been raised and dispersed to deserving students attending journalism school and to member newspapers in support of their individual internships.

In 2015 we have a challenge to raise $12,015 for the Foundation. Our plan includes Round Up for the Foundation, BRAWL of the WILD Raffle, and live fundraiser events at the annual Foundation’s banquet to be held June 12th as part of the 2015 MNA Annual Convention at Buck’s T-4 in Big Sky. Friday evening’s action will feature a Spelling Bee, Silent & Live Auctions and Banquet! There are numerous ways for members, associate members, employees and friends of MNA to contribute and support the Foundation. But, most of all, we encourage everyone to attend the MNA Annual Convention and partake in both the fun and the fundraising.

Round Up for the Foundation
Quarterly membership invoices provide an opportunity to make a contribution to the Foundation. Consider making a voluntary “round up” on your quarterly dues payment with the extra going directly to our Foundation. Invoices include an area for you to complete with the dollar amount you wish to round up and contribute.

Spellin’ B
Not your traditional spelling bee, rather for adults who fancy themselves as master spellers. Teams of up to four members will compete for the championship title. Competition includes best team costumes! Now is the time to form your team and spell out your plan of action. Spelling bee team registration will be included with Annual Convention registration. Team entry fee is $125. Misspell’rs will have the opportunity to buy back in early rounds. Prizes and bodacious bragging rights will be awarded! Our thanks to Mr. Peter Fox, who will serve as both the B’s pronouncer and master judge.

Live & Silent Auction
Treasures from the Big Sky and more will be up for auction…everything from vintage collectibles, original art works, craft brew and booze baskets, guided hunting and fishing trips and more! Donations are greatly appreciated. If your newspaper has a special item to donate, perhaps something unique to your community or a collectible from the news publishing industry, please consider purchasing and donating to benefit the Foundation and your local community’s businesses, advertising clients and individuals.

Here’s a list of some of the specific items we would like to include in the silent and live auctions:

- Miles City Bucking Horse Sale tickets
- Lodging for Miles City Bucking Horse Sale
- Moscow Mule copper mugs
- Ten Spoon Winery Variety Wine Basket
- Montana 53 Brews Selection, Ten Spoon Winery – Montana has 53 breweries…this auction item will combine gift certificates and log/ged gear (pint glasses, t-shirts, hats, growler) – consider showing off your local brew by donating some ruds and stuff
- Vintage advertising posters
- Collectible editions of Montana newspapers
- MSU Bobcats Athletics fan gear
- & UofM Grizzlies Athletics fan gear
- Technology gadgets and gizmos (iPad, videogame, keyboard, gadgets, etc.)
- Original artwork, books signed by the author, illustrator
- Montana jewelry, custom hats, boots
- Guided rafting trip, guided fly fishing trip, guided hunting trip
- Tailgate party gear, camping gear, hunting gear
- 4-H or locally-grown beef or hogs (processed, packaged)

Also needed are items for the mini raffles at each table, heads or tails games and Spellin’ B prizes. Please e-mail campbell@mtnewspapers.com with your intended donation or suggestion. Your contributions and cooperation are greatly appreciated and will be loudly and proudly recognized during the convention.
Why name victims of accidents?

By Darrell Ehrlick, Editor
Billings Gazette

Sometimes, when I get asked, “How was your day?” I hardly know where to begin.

On Feb. 6, just a few weeks ago, my day was like many — unexpected, bordering on surreal. And even though I walked from The Gazette exhausted from the day and the week, I was nonetheless pretty thankful.

Most of that Friday afternoon I spent answering the phone and emailing folks who knew the family of the 1-year-old boy who had been hit and killed in a West End apartment parking lot the day before.

As is normally the case, the county coroner released the name and we, like other media, reported it.

Most of the afternoon was spent answering questions ranging from the respectful, “Would you consider taking down the name from the article online?” to wondering how such monsters like me can sleep at night.

Nonetheless, I still walked from the office knowing that in Billings one family was experiencing unimaginable grief. No matter what happened to me, I had no room to complain or mope.

For every person who accused us of running the toddler’s name to sell newspapers, I’ve never had someone tell me they subscribe to The Gazette for dead children’s names. Conversely, I haven’t had readers demand the newspaper leave out all the names of folks killed in all accidents of any kind.

Naming victims, going to the scene of accidents and reporting on the toughest stories our community faces is part of our job.

There’s a notion that we take perverse joy in the misery, death and destruction of others. There’s the idea that we relish bad news. I’ll tell you, though, any writer who needs death to sell papers isn’t much of a writer. We live for stories, but people dying sad, untimely and terrible deaths are all too routine, even in a relatively safe place like Billings.

So why name victims at all? That was the question some of the callers and writers were essentially asking.

Because, as the local newspaper of record, we have an obligation to provide the news. Events like fires, accidents, and injuries are a part of our responsibility, as well as mundane stories like city council or state Legislature or even positive, exciting news like school sports teams going on a winning streak.

If it’s a given that we should report news of accidents, even when it’s awful, as in the case of a 1-year-old boy dying, then it’s imperative that we should be consistent and fair.

That means we shouldn’t pick and choose which accidents to cover, or when to name victims. Instead, we develop a procedure which our journalists try to apply in the most uniform, consistent manner.

We name victims of fatal or serious accidents because that’s what a newspaper of record does. It’s not only a newspaper for today, it also serves a function in the future as a recording of the past, for better, or, as the case may be with a toddler’s tragic death, worse.

We name the fatalities, period.

Some folks also questioned if the toddler was named, why not the driver?

Excellent question and it, too, comes back to consistency.

We name folks who are cited or charged in crimes. In this particular case, the police did not cite the driver. Therefore, no crime is alleged to have happened. Police records usually do not become public until they become part of a criminal case. If we don’t have a criminal case, even a misdemeanor, obtaining and verifying the name is not possible.

I don’t know the parents or the family of the little boy who was killed.

But I have a little boy, just a bit older.

When I got the notification of the accident, I was out of the office. The text came across my cellphone screen and I stared.

I don’t know for how long.

To the few folks who emailed The Gazette wondering how we sleep at night after reporting the details of this accident: I know they said it rhetorically, as a put down, but I’ll bite.

I didn’t sleep well. It had nothing to do with naming the toddler. But it had everything to do with covering the news.

We are like any other group of individuals. The newsroom is filled with folks who have families, kids, grandkids, siblings, nieces and nephews. And we all think of the close calls. We all shudder when thinking about what we’d do in that same situation.

I am not so bothered by the fact that people may not love our approach. It would not even worry me if someone wanted to have a debate about how we cover these stories and the reason we write about them.

Journalists at the heart of these very cruel stories don’t just leave the facts at the office.

This one keeps coming back to me — weeks later.
We’ve been around long enough to see many things change in Jefferson County. We’ve also been reporting long enough to know some changes are better than others.

Back in 1986, we were routinely covering Jefferson County government when the commission debated with a subdivider over whether livestock should be allowed to roam freely within the subdivision, should be contained in half-acre corrals, or should be treated in some other fashion. The debate got rather heated, with one commissioner championing the duty of the commission to protect the public from uncontrolled livestock and two others trumpeting the duty of the commission to protect the rights of landowners to remain free from unwarranted government intrusion.

The basis of that debate sounds familiar, although that individual instance was settled long ago and livestock are not allowed to roam free in the now-crowded north end subdivision.

Obviously, there is a wide range of opinions about government duties versus government intrusion, and sometimes those opinions meet head on, raising emotions.

We were contacted this week by people concerned about three different issues in three different parts of the community. Two of those issues dealt with water and sewer rates in different places, and one was about road maintenance obligations.

In all three of those situations, the people were looking for verification in the paper that the applicable government entity had met its obligations to notify the public. There are laws in this state, protected by the Montana Constitution, that require the designation of an official county newspaper and an official city newspaper where the legally required public notices of the government must be published. Laws also spell out what the entities must send notices to the newspaper about.

The Boulder Monitor is the official newspaper of both Jefferson County and the City of Boulder. It is our obligation to make sure those legal notices that we receive are published according to the instructions we receive. We take that obligation very seriously and work hard to make sure the people are made aware of pending actions by the government so they can weigh in before any decision if they wish.

In all of the instances that came up this week, we had done that and were able to show the affected questioners from our records when, where and how those notices were published.

Certainly, if your government violates your Constitutional rights to know what they are about to do and to participate by commenting prior to a decision, you have a right to complain. We even think you have a right to expect the government to pay your legal costs if you have to sue to enforce those constitutional rights and prevail in court. That is the topic of a pair of bills currently in the state legislature sponsored by local lawmaker Rep. Kirk Wagoner and we are following the path of those bills and the debate closely.

Those rights, however, do not come without a companion responsibility: the responsibility to pay attention.

By establishing a newspaper of record for each county and local government entity, the government has in essence said, “If you want to know what we are doing, look in this newspaper.” Just as the government is required to post its legal notices in a reliable place, the public must make an effort to look in that reliable place. It is a two-way street.

We know that at least some of the folks who contacted us this week about their concerns are not subscribers to the Monitor. No one can force you to subscribe or pay attention. But failing to do so makes it tougher for you to uphold any claims that you were kept in the dark by your government.

We are perfectly willing to hold the feet of government officials to the fire when they violate public rights, as we have demonstrated on multiple occasions by going so far as to file a lawsuit. But we are also perfectly willing to say “you are out of luck” when someone chooses not to pay attention to the notices his or her government is required to give.

Don’t be one of the ones we have to tell “you are out of luck.” Subscribe to the Monitor and read it every week. Be informed to protect your rights.
The Silver State Post in the Montana town of Deer Lodge (population 3,111) publishes a weekly Sheriff’s Log. A few years ago, Larry Van Dyne, a Washingtonian writer, saw the paper in his travels out West and brought back the Sheriff’s Log. Here was one day in Deer Lodge:

**FRIDAY – JULY 31**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0037</td>
<td>A man reported a possible fight.</td>
</tr>
<tr>
<td>0302</td>
<td>A lady reported a dog should be barking too loud.</td>
</tr>
<tr>
<td>0344</td>
<td>A man reported a suspicious person was out side his house.</td>
</tr>
<tr>
<td>0411</td>
<td>A lady requested an officer to unlock her vehicle.</td>
</tr>
<tr>
<td>0806</td>
<td>A lady reported someone knocked over her garbage can.</td>
</tr>
<tr>
<td>0921</td>
<td>A lady reported someone watering on the wrong day.</td>
</tr>
<tr>
<td>1249</td>
<td>A man reported a theft.</td>
</tr>
<tr>
<td>1338</td>
<td>A lady reported that her dog was missing.</td>
</tr>
<tr>
<td>1431</td>
<td>A lady requested an ambulance.</td>
</tr>
<tr>
<td>1500</td>
<td>A lady reported a party was going on.</td>
</tr>
<tr>
<td>1554</td>
<td>A lady requested a welfare check.</td>
</tr>
<tr>
<td>1659</td>
<td>A man requested an officer to unlock his vehicle.</td>
</tr>
<tr>
<td>1732</td>
<td>A lady reported a disturbance.</td>
</tr>
<tr>
<td>1856</td>
<td>A lady reported kids were running around and yelling.</td>
</tr>
<tr>
<td>1947</td>
<td>A lady reported someone’s car horn was stuck.</td>
</tr>
<tr>
<td>2159</td>
<td>An officer reported a premises was not secured.</td>
</tr>
</tbody>
</table>

I emailed Michael Stafford, news editor of the Silver State Post, about the Sheriff’s Log. He emailed back, “Yes, we do still run the Sheriff’s Log; however, it has changed since 1998. The information we now get is pretty basic and does not have much narrative, which is unfortunate, as I know readers do enjoy a little more content to the different incidents, especially the wacky ones.”

How do calls to the sheriff in Deer Lodge compare to crime in a big city? The Washington Post publishes a crime report for each city in its circulation area and here’s this week’s report for Bethesda, a Maryland city of 63,374 residents adjacent to Washington, D.C.

Two reports of a peeping tom, six assaults, two robberies, one report of a weapon, and 35 thefts/break-ins. Many of the thefts were from cars. A shopping center reported five instances of shoplifting. Some examples:

- Nicholson Lane, 5800 block, 2:46 p.m. Feb. 25. Peeping Tom reported.
- Moorland Lane, 5100 block, 11:09 a.m. March 1. Theft (Over $200.)
- Whittier Blvd., 7100 block, 3:59 p.m. Feb. 27. Simple assault.

No narrative in those crime reports.

The Post also has a weekly “Animal Watch,” and it has more of a small-town feel. This week it reported that a German shepherd bit a woman on the elbow and hip. “She suffered minor injuries and the dog was placed under a 10-day home quarantine. If the woman files an affidavit, citations will be issued to the dog owner for ‘at large’ and ‘unwanted contact.’” Animal Services also received a report “of a poodle in a back yard without shelter, food, or water. An officer responded but did not see a dog in the yard. The dog owner’s son showed the officer that the dog was inside. He said he let the dog outside to relieve itself and to exercise but never left it unattended. The officer reported the findings to the caller.”

Last week’s “Animal Watch” reported, “An anonymous caller said several goats were being kept without shelter, food, or water. Animal Services found that the goats were receiving proper care.” And this one: “A Boston terrier got stuck outside a house after the pet door jammed. Animal services fixed the door. No citation was issued.”

Pretty good animal stories, but nothing as good as that call to the sheriff in Deer Lodge: “A lady reported a dog should be barking too loud.” Another Washingtonian writer, Howard Means, says her call sounds less a complaint and more a statement of principle from a lady who majored in philosophy in college.
Now is your chance to spotlight your fellow newspaper men and women for their accomplishments in Montana journalism by nominating them for the 2015 Montana Newspaper Association Master Editor/Publisher Award or nominating them for induction into the Montana Newspaper Hall of Fame.

The deadline to submit your nominations is Friday, April 10, 2015. Nomination forms can be found as attachments to this email.

The transition to the new MNA digital archiving service will also enhance the Montana News Tracker monitoring and retrieval service. Subscribers and users will have enhanced features and benefits beginning with delivery of their April clippings. An e-mail notifying subscribers will be sent shortly.

Montana News Tracker enhanced features:

- **Highlighting of search terms**: Your search terms will be highlighted for easier viewing and identification; this option can be turned on or off, as desired.
- **Links in notification email**:
  - One link will direct you to the online portal to log into your account to view all content.
  - Another link will allow you to download a PDF of the content to your computer.
- **Rulers**: Measurement of the article. This option may be turned on or off, as desired.
- **JPG or PDF**: You can download the articles as either file format.
- **PDF**: Articles can be downloaded as individual PDF files or as one file (up to 20 pages per file).
- **Archive**: Content we start sending you will not be removed, unless requested.

On the right is an example of the new look for Montana News Tracker digital clippings:

**Wanted:**

Old MNA license plates. Please contact LeAnne Kavanagh at 873-2201 or cbpresseditor@bresnan.net
SALES and MARKETING

CONGRATULATIONS
and THANK YOU ALL for a job well done!

MNA recognizes the 45 member newspapers that successfully ran all ads as ordered by BlueCross BlueShield of Montana as part of their 2014-2015 Open Enrollment Campaign coordinated by MNA.

Anaconda Leader • Belgrade News • Big Horn County News • Big Sandy Mountaineer • Bigfork Eagle • Bitterroot Star • Blaine Co. Journal-News Opinion • Boulder Monitor • Carbon County News • Choteau Acantha • Circle Banner • Explore Big Sky • Fairfield Sun Times • Fallon County Times • Havre Daily News • Jordan Tribune • Judith Basin Press • Kootenai Valley Record • Laurel Outlook • Lewistown News-Argus • Livingston Enterprise • Miles City Star • Missoula Independent • Montana Kaimin • Roundup Record-Tribune • Seeley Swan Pathfinder • The Daniels County Leader • The Glasgow Courier • The Herald-News • The Hungry Horse News • The Lake County Leader • The Madisonian • The Montanian • The River Press • The Roundup • The Searchlight • The Sidney Herald • The Terry Tribune • The Western News • The Whitefish Pilot • The Wibaux Enterprise • Tobacco Valley News • West Shore News • Whitehall Ledger • Yellowstone County News

We appreciate the service provided by all the newspapers who published the ads and made good on any issues that arose. Overall, member newspapers delivered all but one single ad placement out of the 1,116 insertions ordered!

In addition, BlueCross BlueShield of Montana placed directly with member newspapers Billings Gazette, Bozeman Daily Chronicle, Daily Inter Lake, Flathead Beacon, Great Falls Tribune, Independent Record, Montana Standard and Ravalli Republic and, therefore, their total investment is greatly appreciated by ALL our member newspapers!

Statewide Advertising Highlights from 1st Quarter 2015:

Welcome member newspapers Circle Banner, Flathead Beacon and Philipsburg Mail who recently joined the statewide advertising network, increasing distribution by more than 27,000, and bringing participation for the Statewide Classified Advertising Network (SCAN ads) to 70 newspapers with distribution of 187,146 and 61 newspapers for the Statewide Display Advertising Program (SDAP ads) with distribution of 159,636.

Sales to date in the first quarter are up from 2014 with more newspapers selling more ads and greater size and frequency.

50 SDAP ads have been sold so far this quarter, generating gross sales of $18,210, of which seven participating members have sold and kept $7,463.

113 SCAN ads have been sold so far this quarter, generating gross sales of $21,559, of which 12 participating members have sold and kept $4,810.

Statewide Stars shining in the first quarter:

>> Jan at the Boulder Monitor, who sold insertions of an SDAP ad for repeat client Music Ranch to promote its summer event. Jan also noted a help wanted ad running in a daily newspaper that was for an employer in her community. She contacted the client, who purchased six insertions of an SDAP ad to recruit. >> Terri in Lewistown is busy placing both SCAN and SDAP ads for clients. >> Jeff in Choteau, with auction ads that run in various sizes to maximize client’s exposure and budget. >> Laurel Outlook with one client who places ads nearly every week throughout the year. >> Victoria at the Bitterroot Star in Stevensville, with a new client and a repeat customer from years past who is placing multiple ads again in 2015.

We may be in for an early spring and summer with great potential for second quarter and the second season in the following sectors: art fairs, art shows, auctions, camps, concerts, construction, employment recruitment, festivals, Made in Montana, outdoor events, summer tourism, weddings. Check out the Montana Department of Commerce Tourism website visitmt.gov as a resource for events in your area. The statewide advertising network would be cost-effective for recent grant recipients: Big Sky Documentary Film Festival / Big Sky Film Institute; Ekalaka Shindig / Carter County Museum; McIntosh Apple Day, Liquid Apple Night / Ravalli County Museum & Historical Society in Hamilton; In the Footsteps of Norman Maclean Festival / Alpine Artisans Inc.; Western Heritage Days and Chuck Wagon Cookoff / Stevensville Main Street Association and the Red Ants Pants Music Festival / Red Ants Pants Foundation.

For assistance, and to reserve space and place ads, contact Kev Campbell or Pam Chriske at the MNA office. Promotional materials are available to download from the MNA FTP site in the folder labeled - Customizable SDAP & SCAN promo ads.
10 ways to get employees to step up and REALLY own their job

By Eric Chester

Your leadership determines their direction. Here are 10 ways to encourage your people to turn right, own their job and control their future in your organization:

1. Share your vision – Help employees feel part of something bigger than themselves. Communicate your mission and vision to them early and often, and ask for their continual input so that they see what you see and are committed to working toward that result.

2. Involve employees in goal setting and planning activities – Seek out their ideas, knowledge, and insights, and invite them to help make important decisions. At the very least, let them see your process for making difficult decisions.

3. Explain the “why” — Don’t just tell someone what to do without making absolutely certain they also understand why that task needs to be completed and why you’ve selected that individual for the job. Give the job context in the bigger picture of your operation.

4. Let them choose the “how” — Whenever possible, let your employees decide how to achieve the task you’ve assigned. Agree upon what constitutes a successful outcome, then let them chart their own course. This builds ownership in the process and they might figure out a method for getting the job done that is superior to the one you would have assigned. If that happens, call attention to it. If they choose a poor methodology, don’t jump in and scold them, but rather ask questions that enable them to see better options and give ‘em another chance.

5. Delegate authority, not just work — Give employees a leadership role in some of the meetings they attend. Leadership skills develop over time, and they require practice.

6. Trust them before you have to — Eventually, you’ll have to trust them, but sometimes it’s worth the risk to trust them before that point to make a decision or step into a role that pushed them to the limit. Your trust in them will give them confidence, and that confidence is crucial to their personal development.

7. Encourage them to solve their own problems — Listen to their problems but don’t bark out the answer. Instead, ask probing questions that will lead them to determine the right answer. When they get it, compliment them and tell them they don’t need to ask you about similar situations; that you have faith in them to figure it out. Don’t abandon them, but prove that you trust their judgment.

8. Hold them accountable — Remember that employer trust and employee autonomy is a two-way street. Holding employees accountable for their work and for meeting established goals and deadlines motivates them to achieve better results. Don’t let ‘em off the hook. Demand their best effort.

9. Provide constructive feedback — Regardless of the results, let them know how they’re doing, and give them the coaching they need to improve. Although they might not always ask for it, they want and need your feedback to further develop their knowledge and skills.

10. Acknowledge them on the spot for stepping up — A few seconds of genuine one-on-one acknowledgement and recognition can go a long way toward reinforcing an employee’s willingness to step up and stand tall. Show you appreciate their above-and-beyond commitment with a reward that matches the result. Often times, the best reward is additional trust and an added level of responsibility.

ON POINT – If you want your employees to take ownership in their jobs and work for you the way they’d work for themselves, you must invite them to be more than just order-taking drones by cultivating a culture of autonomy.

Eric Chester is a leading voice in the global dialogue on employee engagement and building a world-class workplace culture.