**Best Lifestyle Photo**

Division 1

2016 Better Newspaper Contest

By Thomas Mullen, Philipsburg Mail

Title: Work hard, play hard

Caption: Amelia Hill rousts her pig, Hersey, from a slumber. She and her sister, Gretchen, will be showing their pigs, dogs and other 4-H projects at the Tri County Fair in Deer Lodge this weekend.

Judge’s Comments: Represents a solid lifestyle photograph. Liked that the photographer got down on the level of the girl and the pig instead of shooting the image while standing from above. Evoked a reaction of smiles and laughter while viewing it.
**MNA Calendar**

**March**

23 Member Educational Opportunity: Online Media Campus: Engaging Readers Through Your Editorial Pages
Register at [http://www.onlinemediacampus.com/](http://www.onlinemediacampus.com/)

30 High School Journalism Day - U of M School of Journalism

31 Deadline to submit nominations for the 2017 Montana Newspaper Hall of Fame and Master Editor/Publisher Awards

**April**


15 Montana Corporation Annual Report filing deadline with the Montana Secretary of State

20 Dean Stone Lecture - U of M UC Ballroom at 7:00 pm


21 MNA and MNAS Board of the Directors' meeting - Don Anderson Hall U of M School of Journalism

21 Dean Stone Banquet - Holiday Inn, Missoula

21 Deadline to submit articles for the April Press Pass


**May**

19 Deadline to submit articles for the May Press Pass

29 MNA office will be closed for the Memorial Day holiday

**June**

16 Deadline to submit articles for the June Press Pass
MEMBER PROFILE

NICK EHLI
Managing Editor, Bozeman Daily Chronicle

BORN, YEAR & PLACE:
1964, Billings

EDUCATION:
Graduate of the University of Montana School of Journalism

FIRST NEWSPAPER JOB:
Part-time sports writer at the Billings Gazette, 1981

HOW DID YOUR CAREER LEAD YOU TO WHERE YOU ARE NOW?
I was really lucky. I was a terrible student in high school, but Warren Rogers, the former sports editor of the Billings Gazette, saw something I’d written for the student newspaper at Billings Senior and asked if I’d be interested in covering sports part-time. It was a dream job for a 16-year-old trying to sort out where his life might lead, but I had to first show Warren I could type 40 words a minute. Warren set his egg-timer, and when it buzzed, I knew I’d failed miserably. Lots of mistakes, nowhere near the word count. I’d blown it. Warren, rest his soul, pulled the paper out of the typewriter, chomped on his cigar, and said, “Looks like 40 words to me. When can you start?” I’ve been at it ever since.

WHAT’S THE MOST IMPORTANT THING YOU LEARNED ALONG THE WAY THAT PREPARED YOU FOR YOUR CURRENT ROLE?
I’ve worked in newsrooms that were, and are, an absolute blast – from the Kaimin offices at UM to later at the Gazette and now at the Chronicle – and I can report unequivocally that it makes all the difference. None of us got into journalism for the money or the glory or the wonderful hours. We do the job because, at its core, journalism is rewarding and, when done right, has the potential to serve a greater good. That we get to work with fun and inspiring and idealistic people makes it all the better. So, I’ve tried to make the Chronicle newsroom a place people enjoy coming to work.

WHAT ASPECT OF THE JOB DO YOU FIND THE MOST REWARDING?
Working with reporters is still the best part of my job. I will say, though, that I get a charge out of a really great edition, front to back. When it all comes together – stories, photos, opinion, layout – it’s fun to be the editor. I also think there are few jobs that get to lead a community’s discussion about itself.

WHAT ASPECT OF THE JOB DO YOU FIND THE MOST CHALLENGING?
Well, I don’t especially enjoy talking to those callers who are convinced that our paper is too conservative or too liberal or that we are making stuff up to further our own political agendas. It comes with the job, but those conversations can often feel like a losing battle. People believe what they want to believe: It’s easy and the facts don’t get in the way. Sometimes, I think I’d like to invite those people to spend a day in a newsroom or a day working as a reporter. Then I think again.

I’m also convinced that a decent portion of our readers would not care if we won a Pulitzer. Someone screws up the crossword, though, and my phone will ring all day. That’s more of a complaint than a challenge, I suppose, but since you asked.

WHAT ARE SOME OF THE CHANGES HAPPENING OR PLANNED AT THE BOZEMAN DAILY CHRONICLE TO MEET THE CHANGING MEDIA LANDSCAPE?
When it became clear that our parent company, Pioneer News Group, was looking seriously at consolidating the layout of its newspapers at a national design center, we suggested that we create a center in the Chronicle newsroom. That was about two years ago. We now design seven daily newspapers and a handful of weeklies here in Bozeman. We are also currently negotiating with other newspapers, outside of Pioneer, about taking over their design at our center. That could be another nice source of revenue – outside of advertising and subscriptions – that could help keep the lights on.

HOW DOES THE MNA SERVE YOU AND YOUR NEWSPAPER?
Besides putting on a great party – I mean convention – each summer. Seriously, I’ve been thoroughly impressed with the work MNA Executive Director Jim Rickman and our lobbyist John McDonald do representing the media at the state Legislature. Having that unified voice speaking on behalf of Montana newspapers can’t be overstated. We are lucky to have them working for us.
I am very proud to represent the Montana Newspaper Association at the state Legislature, and to advocate for press freedom and the public’s right to know. Every so often, though, that means taking what many might see as an unpopular or even unpleasant position on controversial legislation.

The MNA and its members found themselves in that exact position recently when we became the focus of harsh criticism regarding a bill that would have set unconstitutional restraints on the press’ right to publish certain photographs on social media sites.

Rep. Amanda Curtis, D-Butte, introduced House Bill 553, which would have prohibited news organizations from posting photos of fatal crashes on social media until the next of kin were notified. Rep. Curtis informed the MNA of the bill in advance, acknowledged that it had constitutional issues, but said she wanted to help a young woman whose fiancé had been killed just weeks earlier in a vehicle crash near East Helena.

The bill was patently unconstitutional, but that didn’t stop Curtis from introducing the bill, and it didn’t stop Montana newspapers from being at the receiving end of harsh criticism. Friends and family of crash victims testified before the House Judiciary Committee that they learned of a loved one’s death because of “identifiable” photographs that news organizations had posted on social media sites before authorities had notified families. The testimony was, at times, heart-wrenching and left members of the committee and audience in tears. Both Republicans and Democrats on the committee criticized the press for such actions, some going so far as to suggest that such a bill was “necessary” if the press was unable to show better judgment.

Dewey Bruce with the Montana Broadcasters Association and S.K. Rossi with the Montana ACLU joined the MNA in opposing the bill. And while it was difficult addressing the legislation and the victims in such a setting, we made our point clearly, concisely, but with compassion.

As quoted by Lee Newspapers, I testified for the MNA that despite the criticism: “I have to defend the rights of the free press, and two constitutions and 70 years of case law make it very clear the government can’t tell the press what or when to publish.”

Rossi, with the ACLU, fought back tears as she told the committee her organization was obligated to “defend the rights of the press regardless of the content.”

The bill was tabled in committee, but the fact that 7 of 19 committee members – all Republicans – voted for it is a sad statement. Despite our efforts to educate, seven members of that committee either don’t know or care about constitutionally protected press rights. We have our work cut out as an industry to educate our legislators better.

On a separate issue, I wanted to update MNA members on another controversial bill we opposed that went through extensive changes and is now moving forward. Senate Bill 2, introduced by Sen. Pat Connell, R-Hamilton, was described by the sponsor and supporters as an effort to protect county commissioners from accusations of violating public-meeting laws if they rode together in a vehicle or attended a social event. While one portion of the bill made an important and positive change, the bill also included a provision the MNA adamantly opposed that would have created a loophole for county commissioners to meet in secret with groups or individuals. We worked with the sponsor and members of the Senate Judiciary Committee, including former judge Sen. Nels Swandal, R-Wilsall, to preserve portions of the bill the MNA supported, while amending out the loophole.

This bill, which passed both the Senate and the House, is not perfect. However, the MNA withdrew its opposition because we believe it made several positive, important changes that we want to see adopted. At the same time, members of the Montana press who cover county commissions are going to want to monitor those commissions closely to ensure they do not attempt to misuse or usurp another provision.

Here’s a recap of the bill, what we like and what we think Montana press will want to monitor:

- Removes an existing provision in MCA 7-5-2122 allowing county commissioners to conduct county business “at any time” they choose, replacing it with a requirement that commissioners may conduct business ONLY at their properly, publicly noticed meetings. MNA supported this as an important public right-to-know provision, ensuring that conversations and actions always occur in public.
- Clarifies that the presence of a quorum of county commissioners at another organization’s meeting or event, or traveling in the same vehicle, is not a public meeting as defined by MCA 2-3-202, so long as no issues over which the commission has authority are heard. The MNA agreed to this provision because it was a substantial improvement over the sponsor’s proposed language and is consistent with Montana law.
- Requires that if county commissioners, by chance or happenstance, end up at an event or meeting where issues over which they have authority are heard or discussed – and proper public notice wasn’t able to be provided in advance – they must provide a report at the next county commission meeting. That report must include an accounting of who was involved and details of the conversation. The MNA agreed to this provision because Senate Judiciary Committee members insisted that the bill needed a “reporting” requirement in instances where a quorum of commissioners is present at an event where commission issues end up being a topic of conversation. This intent is to address such situations that do arise, often without any advance knowledge or the ability to provide notice. Concerns have been raised that commissions could attempt to use this to usurp the new provision requiring business be conducted only at properly noticed meetings. It is a valid concern and one we don’t take lightly. MACO and even county commissioners have assured us that is not the intent and hopefully won’t be the case. But it is something we should monitor. The reality is, however, we know commissioners already end up at such meetings, and do have such ex-parte communications. We hope this will at least persuade them to report those or persuade them to avoid those situations and avoid the paperwork.

Both of the bills mentioned above are likely going to be topics of conversation at the MNA convention in June. In the meantime, if any members have concerns or questions, feel free to get in touch.
Is a statement that’s not true a lie? Well, maybe not.

When Larry Abramson, now University of Montana School of Journalism dean, covered President Ronald Reagan, “We called it a misstatement of fact, but we didn’t call it lying.”

“The Washington Post has said they’re going to call a lie a lie. This is kind of new, and it would make me uncomfortable if I was an editor,” he said. “NPR has decided not to use the word ‘lie.’”

A lie is intentional deception and “unless you can read the mind of the person making that statement, you can’t really call it a lie,” he said. “It’s very rare you catch someone in a lie where you know they said the opposite despite knowing better.”

People who think 9/11 was an inside job are misleading themselves, but they don’t think they’re lying, Abramson said in his “Bringing the U to You” lecture recently at Great Falls College Montana State University.

“Once you call it a ‘lie’ you basically alienate most of your audience,” he said. He’d recommend “untruth” or “falsehood” as preferred terms.

Balance and restraint is called for dealing with the Trump administration, more than ever after Thursday’s news conference in which Trump attacked the media.

“We’re not at war with the president. We can take the abuse. People have called me names and insulted me. You’re supposed to get over it,” he said. “Please don’t let that infect your work.”

Reporters shouldn’t hold a grudge against the White House no matter what happened the day before.

“Once we start to rebel against the president’s depiction of us, we’re abrogating our responsibility,” he said, airing a clip of a CNN reporter and Trump fighting at a press conference.

“This is turning the media into the story,” he said. “I really cringe when I see that kind of stuff.”

Being overwhelmed contending with the sheer number of information sources is already a problem for news consumers. He wondered how many people would make it through his hourlong lecture without checking their smartphones.

Citizens find themselves in a kind of “future shock” when it comes to the news – too much change too fast to process.

When it came to the 2016 presidential campaign, the media “blew it,” Abramson said.

“We blew it or maybe the public blew it. Or maybe it was the trolls, the people influencing our minds surreptitiously through these memes,” he said.

“Much of what we knew about the world has been called fake. That’s a word we used to use selectively,” he said. “Now the words ‘fake news’ are used by the president and the people who make fake news. They’re hurling it back at us. I think a lot of the news about fake news is itself fake news.”

News consumers are self-segregating themselves so they only have to take in what they already agree with. Trump supporters significantly favor Fox News. Clinton supporters didn’t have so clear a favorite but tended to tune into CNN or MSNBC more often.

As a reporter, Abramson sought out people as far from the mainstream as he could find, among them conspiracy theorists. Reporters have to get outside their bubbles.

“Good reporters don’t view themselves as being of a certain point of view,” he said. “You’re curious about what others think.”

One thing that keeps news consumers segregated is that most major media organizations are centered on the coasts, and one in five media jobs are in Washington, D.C., Los Angeles and New York. And indeed, that’s where he recommends young journalists seek work.

“I’m in Great Falls, Mont. How many people think the mainstream media care about what you think here?” Abramson said to laughs.

Having coastal “parachute journalists” come into heartland communities does matter though, even if their stay is brief.

“It is important to have outsiders come into your community and cast a skeptical eye,” he said.

Some people said a take-away from campaign coverage is that there was a dearth of good coverage, but Abramson said he doesn’t buy it, citing path-breaking coverage of Trump’s philanthropic shortfalls, tax issues.

“It might have gotten lost in the wash of campaign coverage. We cover campaign events too much,” he said. “A campaign event is an artificial event. We should back off that kind of coverage … but I wouldn’t look to that changing any time soon.”

Another lesson we’re supposed to have learned is an “epidemic of lies is undermining our faith in journalism, of government,” he said.

Continued on Page 8
Abramson covered Reagan, both Bushes and Obama.

“They’ve all lied to me; they’ve all lied to us. Sometimes it’s spin. Sometimes it’s wishful thinking,” he said. “They all gave us the message they thought we wanted to hear.”

Fake news may not be a problem in four years if technology responds the way it did with spam email. And then there’s the people developing their own sense of what’s worthless – and refusing to share online what’s garbage.

“The bright side of fake news is it’s going to keep reporters in donuts. We have a new reason for being – all this fake news that has to be fact checked,” he said. “This is actually kind of a fun enterprise.”

He compared a Breitbart story about Muslims attacking Germany’s oldest church on New Year’s Eve with the “main stream” story explaining that the “attack” story wasn’t true.

“The challenge is we don’t know that the people who saw this are going to see that,” he said.

The more time spent fact checking, the less investigation time into problems facing the country. Quality journalism requires talking to people about issues of health care and student debt and other issues.

“If we’re just fact checking outrageous statements, there’s going to be less of that,” he said. “We don’t need to deal with every piece of garbage.”

Ultimately, the most important factor in determining what’s true comes down to individuals and developing an educated mind, Abramson said.

“Some news is good for you and you have to eat it whether you like it or not,” he said.

Reach Tribune Staff Writer Kristen Inbody at kinbody@greatfallstribune.com. Follow her on Twitter at @GFtrib_KInbody

Mike Gulledge named publisher of the Missoulian, Ravalli Republic in regional restructure

By the Missoulian

MISSOULA – Mike Gulledge was named publisher of The Missoulian and Ravalli Republic recently as a part of a regional management restructuring. Gulledge also serves as the publisher of The Billings Gazette and is an operating vice president for the Missoulian’s parent company, Lee Enterprises.

The move is part of a trend in Lee that includes regional restructuring of some operational aspects of the business, especially in markets that have similarities or are located near each other, while maintaining intense focus on local news and advertising. Butte and Helena, also part of Lee Enterprises, have a regional publisher, Tyler Miller.

Former Missoulian Publisher Mark Heintzelman has left the company.

Gulledge has served as the publisher of The Gazette for 17 years, and has a home on Flathead Lake.

“Mike is an accomplished executive and seasoned publisher.

He’ll be a great asset to the Missoulian staff and the Missoula community,” said Kevin Mowbray, president and CEO of Lee. “He brings a high level of energy and experience to this new role.”

Gulledge serves on several boards with statewide reach, including as the chairman of the Montana Meth Project and as a member of the Rocky Mountain College Board of Directors.

“The Missoulian has a deep, rich history of providing excellent content, and I look forward to building on our successful platform in the region and meeting the future needs of readers and advertisers,” Gulledge said. “This is a community that takes a deep interest in its newspaper and we love covering it.”

Gulledge has been with Lee since 1982 and has been promoted to a number of leadership roles before being named publisher of the Herald & Review in Decatur, Illinois in 1998. Gulledge has been a vice president with Lee since 2005. In that role he has oversight of properties in Butte, Helena, Rapid City, South Dakota; Albany, Corvallis and Coos Bay, Oregon; Sioux City, Iowa; Flagstaff, Arizona; Park Hills, Missouri; Longview, Washington; and Napa, Santa Maria and Hanford, California.

Gulledge is a graduate of Southern Illinois University at Carbondale. He and his wife, Susan, live in Billings. Their son, Michael, is a student at Gonzaga University.
Terryn Premo, Montana Student Journalist of the Year

Comments by Richard Ecke, competition judge

Terryn Premo of C.M. Russell High School demonstrates strengths in another side of journalism, the visual side.

Terryn is a bright, talented and driven young woman. She’s a member of the National Honor Society, holds a 3.38 grade-point average, works part-time after school at Old Navy, and she’s been accepted to Montana State University in Bozeman to study graphic design. She’s even a member of her high school’s marching band.

Her skills in the field of journalism are apparent. Terryn’s work on the yearbook shows she is not afraid to experiment with layout. I liked the drama pages she laid out with the cut-out photos. She also used the tried-and-true design approach of using a large photograph to anchor a page in order to attract a reader’s initial attention.

Terryn is editor in chief of the yearbook and has written for the student newspaper. She began taking journalism classes at the high school beginning in her freshman year, and Terryn has benefited from the enthusiasm and wisdom of her veteran journalism teacher, Beth Britton.

“Sheer hard work and dedication…” Britton noted. “It is a pleasure working with her on a daily basis…”

It’s all credit to Terryn, who doesn’t plan to slow down in her quest to explore layout, graphic design, photography and other aspects of journalism that boost readership and viewership. It’s a worthy course of study to follow, and Terryn Premo is an excellent candidate for national recognition for her hard work and dedication, her mentoring of fellow students and her desire to excel.

The Montana Newspaper Foundation will honor Terry Premo as Montana Student Journalist of the Year with a $1,000 educational grant.

Note: Ecke was an award-winning reporter, photographer and editor for the Great Falls Tribune, Montana’s third-largest-circulation daily newspaper, for 38 years.

Mackenzie Reiss promoted to Big Timber Pioneer editor

By Liz Kearney, Yellowstone Newspapers

The Pioneer’s new editor loves the people and pace of life in Big Timber. Mackenzie Reiss has been a reporter with the weekly since August of 2014. She grew up in Orange County, California and earned a degree in photojournalism from Syracuse University. When it came time to look for a job, she gravitated to smaller towns in the West.

“I realized I didn’t have to stay in the town where I grew up,” she said recently. “I wanted a different pace of life and an adventure.”

Reiss will continue her writing and photography in addition to her new editorial and publishing duties. One of her goals is to make time for more in-depth storytelling. “It’s important to do a deep dive into certain topics,” she said.

Reiss is busy with volunteer endeavors as well. She is a member of Sweet Grass County Search and Rescue and serves as a first responder with the Sweet Grass County Ambulance Service. She’s also part of a team devoted to making Crazy Mountain Dog Park a reality.

When asked what she likes best about Big Timber, Reiss didn’t hesitate. “The people make this place great,” she said. “There are a lot of independent-minded individuals who actually care about the other people they share this community with…. Everyday, people are giving what they can to take care of their own.”

Reiss replaces former editor Lindsey Erin Kroskob, who moved on to a news editor position with the Montrose Daily Press in Montrose, Colorado.

Reiss lives in the foothills of the Crazies, which she describes as “kind of a dream.”

When she drives to work, she has to dodge deer — not rush hour traffic on the freeway.

“Instead of traffic, it’s does,” she joked.
Today is a day to celebrate sunshine, and we’re not talking about daylight saving time.

March 12-18 is recognized as Sunshine Week, a national initiative intended to celebrate open government and freedom of information and bring attention to anything that threatens that.

With limited exceptions, the United States and the state of Montana both grant people the ability to participate in meetings held by, and inspect documents in the possession of, their governing bodies. We enjoy some of the strongest government transparency laws in the world, which is part of the reason our representative democracy has remained strong for hundreds of years while others around the globe have crumbled.

But there is still much work to be done at the national, state and even local level. And that might not happen until freedom-loving Americans rise up and demand it.

At the national level, an Associated Press analysis found the Obama administration set a new record in 2014 for censoring government files or denying access to them under the U.S. Freedom of Information Act. And while it’s too early to tell whether the Trump administration will continue Obama’s legacy of secrecy, the president’s transparency record so far doesn’t give us much hope.

At the state level, we have seen many of the problems with Montana’s sunshine laws firsthand in our role as information gatherers and disseminators. Though the state Constitution gives citizens the right to inspect “public writings” of the state, it doesn’t give government officials much of an incentive to provide them.

As we’ve said many times, Montana law doesn’t specify how quickly those “public writings” must be produced, which allows government officials to intentionally drag their feet. Nor does the state impose any criminal penalties for those who fail to comply, allowing officials to break the law without much fear of repercussions.

Montana law also allows officials to arbitrarily decide whether public documents contain too much private information for the public to see, and it gives them the ability to hide public records in private email accounts where nobody can find them.

As a result of these issues, you don’t always get to see how your elected representatives are representing you.

We want to dispel the misconception that sunshine laws exist just for the news media, because they don’t. Though we use them routinely in the course of our work, these laws give everyone the right to observe government deliberations and inspect government documents whether they are making headlines or not.

The bottom line is government officials do not own the information they hold. That belongs to the public, and we all have a duty to ensure they aren’t withholding information from the people who pay their salaries.
Leon K. Lenz, a newsroom icon who retired from the Great Falls Tribune following a 35-year career, passed away on Sunday, Feb. 12, 2017 after battling cancer and related surgical complications. He was 84.

Leon was born Feb. 29, 1932, to Ivan and Etta Ardell Lenz of Brady. The family moved to Montana in 1947 and lived east of Brady for a time before moving into town.

Leon graduated from Brady High School in 1950 and earned a journalism degree, with an emphasis on radio, from the University of Montana. He worked briefly for a radio station before launching his career at the Great Falls Tribune in 1975. He served at first as a reporter and covered city government, among other areas.

He joined the Tribune’s copy desk in the early 1980s, working evenings and mornings to edit articles, write headlines, place articles on pages and then complete proofreading of the newspaper before it was printed. Although it was a job that occasionally extended well into the morning hours, Leon said he preferred those late shifts.

Leon was known for his exacting editing standards, his dry wit and the cardigan sweaters he often wore. An avid reader, he was knowledgeable about current events and intrigued by all news, from local to international. He had an eagle eye for details, and editors from around the state knew that if they received an article from Leon, it would be well-edited. When he noticed information was missing from an article, Leon would ask questions and encourage the reporter to strengthen his or her coverage with the appropriate facts. He helped educate a number of younger colleagues about the importance of fairness and ethics in reporting, fact-checking, grammar, punctuation, headline wording and even headline sizes. Toward the end of his journalism career, Leon was in charge of the Tribune’s “A” section, the home of national and international stories and the paper’s opinion page.

Leon retired from the Tribune in 2010. He was an avid reader, continued to write essays on a variety of topics and wrote extensively about the John F. Kennedy assassination. He also liked traveling and the peach pies that became a tradition for Leon’s birthday. During his travels, he spent time researching Presidents Kennedy and Nixon, the Beatles, and other historic figures and events. He also enjoyed occasional stops at casinos. His knowledge of the news made Leon an especially strong competitor when playing Trivial Pursuit.

Although he was not outgoing, Leon was known for the small kindnesses he frequently extended, often quietly, unexpectedly and with his trademark touch of humor. He had a knack for remembering the interests of his colleagues and often shared articles on those topics. He kept in contact with some of his former Tribune co-workers and always remembered to send a note or small gift on their birthdays. At Leon’s retirement, one editor dubbed him the “quiet patron saint of thoughtful.”

Gordon Bennett, district judge and journalist, died Feb. 9 at his winter home in Green Valley, Arizona, with his wife of 40 years at his side. He was 94.

Having watched business partners, married couples, neighbors and all manner of other relationships disintegrate as a result of litigation during his 18 years on the bench, he paved the way for what has become the widely accepted practice of alternate dispute resolution. In addition to more than 30 years of legal practice, he brought to his mediation work a human understanding of juries and jurors. Armed with insight into how citizens reach complex decisions about judicial awards and settlements, he was able to bring disparate parties together to reach compromise solutions before they went to court. It was not uncommon for parties of a mediated dispute to write to Gordon, thanking him for sparing them the anguish and expense of a court trial.

Gordon had two lifelong passions: law and politics. Travel and sailing followed closely.

Gordon Russell Bennett was born July 19, 1922, in Scobey, to which he affectionately referred as the “Athens of Northeastern Montana.” He was the third of four children of James V. and Isetta (Stetson) Bennett. In 1936, following eighth grade, he and his siblings moved to Eugene, Oregon, with their mother to establish residency so that his older brothers could attend the University of Oregon. His father stayed behind to manage the family farm through the Depression, an event that influenced Gordon’s outlook for the rest of his life. The family was reunited in 1939 when they moved to Helena. Gordon graduated from Helena High in 1940.

His first two years of college were spent at Carroll. He then transferred to Carleton College in Northfield, Minnesota. His college education was interrupted by military service during World War II, after which he graduated from Carleton with a BA in economics. A love of learning led him to the University of Missouri, Columbia, where he earned a masters degree in journalism in 1950. He returned to Montana to take a job as a reporter for the Great Falls Tribune. There, as a police reporter, he got a whirl of the law, and knew that his education would not be complete without a law degree. In 1956, he graduated from Georgetown University Law Center in Washington, D.C.

His first legal job was with Stanley Aviation in Denver, where he worked as a contracts administrator for two years before returning to Montana, where he went to work as an assistant attorney general under Forrest Anderson. It was there that he dipped a toe into politics, and there was no going back. Highlights of his career in Democratic politics include managing Lee Metcalf’s 1966 U.S. Senate campaign and Forrest Anderson’s 1968 gubernatorial campaign. He was the Montana director of Lyndon Johnson’s 1964 presidential campaign. He also served as an associate solicitor in the Department of the Interior in the Kennedy administration.

He was proud of his work for the Blackfeet Tribal Council before Governor Anderson appointed him judge in the First Judicial District in Helena in 1970.

He loved his tenure on the bench. His court hosted litigation related to state government, including challenges to the state coal tax and stream access, certification of Colstrip 3 and 4, veterans’ preference and workers’ compensation. He presided over several cases balancing the constitutional right of privacy with the right to know. Despite his earlier involvement in Democratic politics, he put politics aside when he entered the courtroom and earned the trust and respect of the bar as a fair and impartial judge. In 2007, the State Bar of Montana recognized him with its highest honor, the William J. Jameson Award, for distinguished legal service and professionalism. During his judicial career, he developed a keen interest in child welfare policy and corrections. He served on the boards of the Intermountain Children’s Home, Big Brothers-Big Sisters and the Casey Family Program.
A Polson newspaperman from 1959 until his retirement in 2008 — and a man known for his humility, his fascination with history, and his puns — Fugleberg died unexpectedly Sunday, March 5, 2017, of natural causes at St. Joseph Medical Center in his home town. He was 86.

Ruth Fugleberg Hinther of Missoula said her father had been ailing in recent months but was living at home until his final week, when he was hospitalized for three days with an infection.

“There was really no advance warning,” Hinther said.

Fugleberg was a go-to expert on many things local, including the Flathead Lake Monster, which he called “Nessie” in books and articles he wrote. He kept a log of strange sightings on the lake, many of them connected to Nessie. The drowned monkey episode was not. Fugleberg didn’t elaborate further.

Hinther and her four siblings, all of whom had gathered in Polson by Tuesday evening, said they grew up with a police scanner crackling around the clock in their parents’ bedroom.

“The writing, the newspaper, was in his blood,” she said. “That was what he was. It was an encompassing thing, and it was how we were all raised, as part of a newspaper family.”

Her older brother Alan, of Kodiak, Alaska, and younger siblings, Mark of Colorado Springs; Laurie McHugh of Missoula and Tom of Minneapolis, all cut their teeth in the business.

“Bagging newspapers, hauling news wraps, taking the papers to the Inter Lake in Kalispell to be pressed,” said Alan, who followed in his father’s footsteps as a photojournalist and feature writer.

“Running the articles through the waxer,” said Hinther.

“Physically cutting and pasting the news,” added McHugh.

“We wore the printer’s apron,” recalled Tom Fugleberg.

“We played newspaper reporter in front of the office,” said McHugh, with a laugh. “You’re getting a pretty good sense. We were the nerd newspaper family.”

According to a story by Vince Devlin in the Missoulian in 2008 upon Fugleberg’s retirement, he was a California native who got his first taste of Montana in the Air Force when he was stationed at Malmstrom Air Force Base in Great Falls in 1953. That’s where he started his newspaper career, writing a column for the base newspaper.

It’s also how he met Mary Lou Erickson, a proofreader in Lewistown. She and Ruth used the same advice raising their children.

“He was the kindest, most gentle man I’ve ever known,” Tom Fugleberg said.

“It was amazing having him for a dad,” McHugh said. “He was so good in everything he did, and he was so honest. His words to us every day were pretty simple. He’d say, ‘Be good, work hard and have fun.’”

She and Ruth used the same advice raising their children.

“We were all really green, but that was his baby, that was his newspaper.”

By junior high, Hinther — who became a basketball star at Polson High and then played for the Montana Lady Griz — was covering sports for the Leader. Alan was about the same age when he got to keep one of the newspaper’s old folding cameras and, at his father’s urging, took it on a Boy Scout expedition through the Bob Marshall Wilderness.

“Dad helped me develop my own photo feature and it was published in the (Spokane) Spokesman-Review between my seventh- and eighth-grade years,” he said.

What Mangel characterized as Fugleberg’s “wry sense of humor,” came through in his ongoing salvos with another legendary newspaperman, K.A. “Doc” Eggensperger of Thompson Falls, who called Fugleberg “the Mouth of the Flathead.”

Good friends, the two men engaged in a good-natured duel promoting their respective towns and taking potshots in print at each other.

“People loved that,” Alan Fugleberg said. “I remember one particular column ... President Nixon was visiting Kalispell at the airport and Dad took me to visit. Holy crow, that was great. And the next week in the Sanders County Ledger, the picture that Doc Eggensperger ran had a black arrow pointing to a man in the crowd. ‘The guy with the toy camera is Fugleberg,’” it said.

Fugleberg was proud of “Proud Heritage,” his illustrated history of Lake County. In 2009, a collection of his weekly columns, “Among Other Things,” was published. He wrote a bimonthly column for the Missoulian centered around the lake and Polson history. His last column appeared three months after he retired.

“I was 23 and trying to start my career in newspapers,” Cederberg said. “It was a great thing to have Paul there. There was never any scolding or anything, just always support. We were all really green, but that was his newspaper.”

For the next nearly half-century he worked, and later owned, the Courier. He and partner Lorin Jacobson added the Ronan Pioneer in 1971. The papers later merged into the Lake County Leader.

Though he sold the weeklies that merged into the Lake County Leader, Fugleberg continued writing, editing and all the other things the job required.

Even after he retired, he was gentle mentor to the succession of editors and reporters at the Leader.

He treated Jenna Cederberg to lunch once a week when she became editor a few months after he retired.

“Laurie and I said that to him on Sunday,” Hinther said. “Those were some of the last words we said to him.”

March 24, 2017
Some print newspaper ads don’t work, because the ad doesn’t attempt to sell anything

Peter W. Wagner, Founder, The N’West Iowa REVIEW

Have you noticed the number of elaborate process color but totally meaningless ads in today’s newspapers?

They’re a designer’s delight and a reader’s nightmare. Colored type is laid into colored backgrounds. Images are often printed on top of images. But most disappointing is no clear “call to action” being presented to the reader.

Print newspaper ads are simply salesmanship in print. An effective print ad does its job the same as a professional ad salesperson does his. The five necessary points of an ad should emulate the five steps taken by the local advertising salesperson every time he or she calls on a potential client.

1. **It is necessary to get the buyer’s attention.**
   
   A salesperson can accomplish this with a confident greeting, a solid handshake and a bit of new information. News of a special promotion, for example, or an increase in paid circulation numbers.
   
   A print ad does the same thing with a creative, commanding headline. Some headlines depend on power words like “new,” “free” or “guaranteed” to command readership. But the most effective attention getters involve an effective play on words like “You’ll flip over our weekend pancake special.”

   But the better image would be a photo of a mouthwatering stack of flapjacks, on a platter flowing with syrup, hot and tasty, ready for eating. The bigger the photo the greater chance the message will result in a closed sale.

   Both the headline (introduction) and illustration (value) play an equal part in a well-planned print ad. Either one can dominate and play the larger role. In designing any ad it is best to do thumbnails both ways to decide which has the most selling power.

   Remember, when the headline is larger it should be at the top of the layout. When the illustration is larger it should be above the headline.

   And place the headline and illustration into a consistent format and choice of typefaces that the advertiser can be identified with even before the reader gets to the firm’s logo.

2. **There needs to be support for the value of the offer.**
   
   An experienced print salesperson reinforces the presentation with handouts and pre-designed ads that reveal all the ad buyer is getting for the dollars being spent. An empowered print ad does this with an illustration of the item or service promoted in the headline, such as a drawing of a flapjack soaring above the griddle.

   And place the headline and illustration into a consistent format and choice of typefaces that the advertiser can be identified with even before the reader gets to the firm’s logo.

   The logo should never be created in any of the traditional typefaces because the ad doesn’t attempt to sell anything. Logos are like a person’s signature at the bottom of a letter. A firm’s logo should convey the personality and unique selection available at the store. It should be solid and lasting. It should never be too cute or trendy to stand the test of time. The design should be easy to read and include the firm’s street address, town, zip, telephone number, hours the store is open, accepted credit cards and email address.

   The logo should never be created in any of the traditional typefaces for general advertising. It should be designed so the total package can be enlarged or reduced for any project without losing the readability of the contact information.

Peter W. Wagner is founder and publisher of the award winning N’West Iowa REVIEW. He is a regular presenter at state press association conventions and group seminars.

Here is a half-page ad that meets most of the points discussed. The headline is a combination of the name of a well-known annual event coupled with that of one of the contracted lead performing artists. There is a price point. The use of blue to tie everything together gives balance to the black and white and color performers’ photographs. But the light blue copy in the black background is difficult to read in the printed version.

3. **Re-enforce the value with positive decision-making details.**
   
   When selling face-to-face, final success comes through providing positive buyer-entered details. Those might include the response the promotion is sure to attract, the demographics of the audience and the reach and loyal readership of the paper’s subscriber base.

   When the advertiser is selling a product or service in a print ad, the greatest success also come from sharing details. Although body copy can sometimes be too long, it can also be too short. A good descriptive paragraph about those flapjacks we discussed earlier might include all the extras that can be added: pecans, strawberries, bananas and blueberries, or the variety of syrups available, including whipped cream. Also important are the exact times the flapjacks are available. Finally, there is always room for an add-on like “For a real meal deal get them with a side of bacon and eggs for just $1.49 more.”

4. **Provide price information**
   
   Many businesses prefer to advertise general discounts such as 15% to 25% off. But that means little to readers who have no idea what is the regular price. When percentage discounts are advertised, it is wise to also include information such as “Regularly $9.95 to $29.95” as an additional motivator to buy.

   Also, don’t let high prices scare you. Many buyers want their friends to know just how much they had to pay for their designer sunglasses, BMW or fancy outdoor patio set. High prices can attract the demanding buyer.

5. **Move to the close.**
   
   When selling advertising to a merchant, the price point is usually followed with an attempt to close. I like the assumptive “Should we start that next week?” approach.

   The print ad traditionally ends with the advertiser’s logo and contact information at the close as an invitation to make a purchase.

   Logos are like a person’s signature at the bottom of a letter. A firm’s logo should convey the personality and unique selection available at the store. It should be solid and lasting. It should never be too cute or trendy to stand the test of time. The design should be easy to read and include the firm’s street address, town, zip, telephone number, hours the store is open, accepted credit cards and email address.

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Editorial Content, Human Resources and USPS will be the focus of 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/](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.

**Thursday, March 23 – Engaging Readers Through Your Editorial Page**
Presenter: Michael Smith, Spartanburg (SC) Herald Journal

**Thursday, April 6 – PubAux Live! Saving Time Saves Money**
No More Weekly Marked Copies
Presenters: Tonda Rush and Max Heath, NNA
[www.regonline.com/SavingTime](http://www.regonline.com/SavingTime)

**Thursday, April 20 – Communicating & Collaborating Across Generations**
This program will help you understand not only yourself, but the other generations, and give you specific tips on how to be more successful with a diverse workforce.
Presenter: Tim Smith, with 28 years of development training

**Wednesday, April 26 – Creating a Digital Product from Scratch**
Presenter: Nick Dumont, Gaston (NC) Gazette