

Best Lifestyles Photo

Division 5

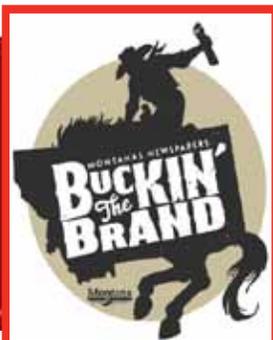
2014 Better Newspaper Contest

By Paul Ruhter, Billings Gazette



Titled: Veteran's Memorial

Judge's comments: "You captured a superb moment. His emotions say it all."



130th MNA

Annual Convention

Buck's T-4, Big Sky June 12 & 13, 2015

Details found on pages 10-13.

MNA Calendar

May

25 MNA office will be closed for the Memorial Day holiday

June

- 1 MNA Annual Convention and Spellin' B registration deadline:
<http://www.mtnewspapers.com/wp-content/uploads/2015/03/2015-MNA-Annual-Convention-Registration-Form.pdf>
- 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
- 22 Open Government, Part III of III: <http://www.montanapbs.org/open-government/>

July

- 1 Annual deadline to submit a sworn statement of circulation to the county clerk and recorder
- 3 MNA office will be closed for the Independence Day holiday
- 17 Deadline to submit articles for the July Press Pass

MANY Thanks.....

For the recent donations made to the Montana Newspaper Foundation by the Stillwater County News, Bozeman Daily Chronicle, Dillon Tribune, Independent Record, Montana Standard, Kav-Corp, Belgrade News, Hungry Horse News, University of Montana School of Journalism, The Madisonian and the Great Falls Tribune.



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OUR MISSION:

To advance and sustain the news publishing industry in Montana.

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Kevann Campbell, Business Development Manager | campbell@mtnewspapers.com
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MEMBER PROFILE

MATT BALDWIN

Editor, Whitefish Pilot

Personal Stats:

Born (year & place):

Age 35, born in Boone, N.C.

First newspaper job:

Photographer at the Asheville Citizen-Times

Family:

Wife, Sadie, and daughter, Isla

Education:

Photojournalism degree from the University of Montana



Matt Baldwin

Community involvement and diversions:

Snowboarding, mountain biking, climbing in Glacier National Park, and traveling with my family.

How did your career lead you to where you are now?

My path to editor of the Whitefish Pilot is attributed mostly to others opening doors of opportunity and venturing into the unknown. An opportunity at the Asheville Citizen-Times in North Carolina led to full-time work as a photographer at the Greenville News in South Carolina. I loved the pace of a big daily newspaper, but missed the open spaces of Montana. After moving back West, a good friend and I scrounged up enough cash to launch the Montana outdoor/adventure journal Off the Grind. The idea was to be unpretentious and hyperlocal in our coverage. We published the journal for about three years, learned a lot and had some fun along the way. After closing Off the Grind, I worked on the wonderful copy desk at the Helena Independent Record, then took a job at the Whitefish Pilot in 2009.

What's the most important thing you learned along the way that prepared you for your current role?

Having experienced all aspects of the industry, I'm possibly more sympathetic toward the challenges all the departments face in publishing a newspaper. It's not easy to walk into a business for the first time, present a sales pitch — and be swiftly rejected. Balancing a budget, designing ads, managing collections and dealing with printing and distribution are all equally important to the success of a newspaper. Communication is key to making it all work, and walls between departments are silly.

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

I like taking part in the entire process of making a newspaper — something that's unique to a small weekly. From interviews and photography to page design, we get to see the process through from start to finish. I'm also proud of doing the dirty work that rarely gets any credit or awards — the small stuff that our readers expect and appreciate.

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

The job title of editor is a bit deceiving at a small weekly. We are reporters, photographers, page designers, news clerks, webmasters, social media personalities, office managers, receptionists — and sometimes editors. It's fun to wear so many hats at once, but it can be a balancing act, too.

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

Simply having a presence at as many community events as possible is key to promoting our brand.

What is your digital strategy right now?

The Pilot operates with a digital-first mentality, which is probably unique in the small weekly landscape. We update the website as news happens and use our strong social media presence to get breaking news to our readers. In a digital-savvy community like Whitefish, we know it's important to have a responsive website that is easy to read on a mobile device and tablet. The e-edition is a strong product and is appreciated by all the snowbirds who want to keep up with the Pilot while they're away.

What is your print strategy right now?

Design and packaging plays a chief role in the Pilot's print strategy. The print edition has to stand out on newsstands with smart design, vibrant photography and well-considered headlines. Great reporting is nothing unless we can get the reader to pick up the newspaper.

How does the MNA serve you and your newspaper?

I'd like to acknowledge the success of the monthly Press Pass newsletter. It's a valuable resource that keeps Montana publishers, editors and reporters connected, and provides a lot of useful tips of the trade. Thanks!

PEOPLE and PAPERS

Peyton Fulbright

Named Montana High School Journalist of the Year

By Patrick Douglas, Great Falls Tribune

When Peyton Fulbright entered Beth Britton's classroom as a freshman at C.M. Russell High School four years ago, she knew he was something special.

"Almost immediately, it was evident that he was interested in doing everything and wanted to do everything well," she said. "I've had students that say 'I wanna be a photographer,' or 'I wanna write.' He's always wanted to do everything and his work ethic is stellar. He gives it his all."

Now a senior and editor-in-chief of the Stampede, he recently took home the coveted Montana High School Journalist of the Year title at the Montana Journalism Education Association's annual awards banquet.

The school paper also received first place for newspaper design, second in pacesetter and second in enterprise reporting.

But, just as the evening was a success for the Stampede, it was certainly a banner night for Fulbright as he took home nine honors total.

"It means a lot to me," said Fulbright of winning the top award this year. "It's something I never would've imagined when I got involved in journalism. I remember my freshman year, I thought, 'Maybe one day I'll be able to be a section editor for the Stampede,' and I did that my sophomore year. It's interesting to think about."

Fulbright initially had no interest in writing when he entered high school and it was on a whim that he signed up for journalism as an elective in the first place.

"In middle school you had to go and sign up for your freshman year of classes and I had the sheet filled out and was trying to figure out electives and my dad said, 'I'm surprised you don't wanna try out one of these journalism classes,'" Fulbright recalled. "I'd never even considered it."

"I was supposed to be in the Intro to Journalism class to try it out and ended up in the actual newspaper class," he said. "I didn't know that until the end of the first week of school. I ended up with a full-page story to write (and) I found out right away that this was something I actually enjoy."

When Fulbright entered journalism at CMR, he found an environment known to produce success and it all begins with Britton, the high school's yearbook and journalism instructor.

"When I see the kids that I've known since the first day ... and they don't know anything about journalism when I first meet them, to the point where they're printing out wonderful articles and taking great photos and doing creative designs, to me that's so rewarding," said Britton.

Senior Olivia Rudio took first place in sports event coverage; Shannon O'Neil placed first in editorial cartoon and second in feature writing; Elea Roberts also took second in feature writing; Tony Lynes received second for the Stampede's website and Jaylynn Mitchell won second for ad design.

"I love how excited they get because they know when they've done good work. It's pretty cool," said Britton. "It's interesting when you look at these kids. The kids that tend to excel (in journalism) tend to excel in other areas, too. They're such well-rounded kids."

In addition to journalist of the year, Fulbright took home first place for news writing, features photography, sports feature photography and sports photography; second for photo illustration and news photography and third for sports feature and photo illustration.

Fulbright also received a \$1,000 scholarship from the Montana Newspaper Association, as well as \$1,000 from MJEA. He plans to attend the University of Montana's School of Journalism in the fall.

Beyond that, he says he's anxious to bring his own flavor to journalism whether it be through print media or photos.

"I don't know what it's going to be, but I know I want to bring something different to it," he said. "Any time there's a journalist that's known for something and they become famous for it, it's because they've done something that nobody else has done before. I don't know what that is yet (for me), but I'd like to find something. You never know what new technology will come out where I can capitalize on or create something that nobody else has created before."



Peyton Fulbright

PEOPLE and PAPERS

MSU Exponent announces new leadership

Cassia Wagner, a Montana State University senior from Whitefish studying biochemistry and economics, has been selected as 2015-16 editor-in-chief of The Exponent, the student-run newspaper in publication since 1895.

Joining Wagner as managing editor is Logan Henke of Miles City, a sophomore and member of the Montana Army National Guard, and liberal studies senior Megan Bernhardt of Great Falls as business manager. Sophomore in civil engineering Raymond Porter of Finley, Washington, serves as advertising director and senior in photography Nicole Smith of Fort Collins, Colorado, is the art director.

Other leadership positions include Xury Vandewey (computer science, Helena) as web developer, Kylie Strandberg (film and photography, Helena) as social media and web manager, and Zachary Marqua

(film, Durango, Colorado) as the multimedia director. The section editors are Ted Weeks (English writing, Oakland, Maine) for news, Haley Cox (economics and philosophy, Eaton, Colorado) for opinion, Davis Connelly (economics and political science, Billings) for sports and Brook Gardner-Durbin (English literature, Bozeman) for culture. Rebecca Norman (graphic design, Missoula) will be the lead layout designer.

The staff assumed leadership on May 1 and will publish its summer edition June 4.

The Exponent is published online and weekly in print during the fall and spring semesters. Although MSU does not have a journalism program, many Exponent veterans have gone on to work in weekly and daily newspapers, including the Billings Gazette, Bozeman Chronicle, Helena Independent Record and Great Falls Tribune.

MSU's student newspaper digitizing 120 years of archives

By Sepp Jannotta

MSU News Service Bozeman – Montana State University's student newspaper, the 120-year-old Exponent, will soon have its entire archive available on the Internet.

Exponent Editor Nicole Duggan said the move to a fully digital archiving system is thanks to funding approved in early April by the Associated Students of MSU Senate, and ongoing cooperation from the staff at MSU's Renne Library, where some 3,200 issues of the paper are housed in microfilm.

The first edition of the Exponent was published on May 30, 1895, and contained a front-page story about James Reid, who would become president of MSU, then known as Montana Agricultural College. A year later, an issue (or two) of the Exponent was included in a time capsule that officials laid in the cornerstone of Montana Hall, under construction at the time. "We like to say that the Exponent is literarily the cornerstone of campus at MSU," Duggan said. "So we're really excited about this project. It will make the shared history of ASMSU and MSU accessible in a way that it was not previously."

Duggan said students would begin this summer with the process of digitizing the microfilm archives and moving them onto a webpage that will house the collection.

The best part, Duggan said, is that the new archives will be searchable, something that should be helpful to MSU alumni who are looking for stories about their times on campus. As it is now, anyone looking to delve into old Exponents needs to visit Renne Library and scroll through the microfilm.

"You wouldn't believe the number of phone calls I get where someone says, 'I was on the baseball team in 1977. Can you send me every edition of the Exponent with me in it?'" Duggan said. "And I have to tell them that we can't help them."

Duggan said she and others on the Exponent team have pursued this project since library officials approached them last fall about building a digital archive of those issues that were already available as searchable PDF files. It seemed to make sense to bring the rest of that history into the digital age, Duggan said.

Cassia Wagner, the incoming Exponent editor, said she hopes the project will be completed by the end of the 2015-2016 academic year.

PEOPLE and PAPERS

Thanks, MNA

On April 29, I got a very nice surprise from my wife, Cheryl Cheman, when she handed me a Special Tribute to Greg Corr edition of the Whitehall Ledger while I was propping myself up in bed.

How nice, after over 35 years in community journalism, to have something like this done for me. The issue included thoughts from Cheryl, a nice center spread, nice comments from former owners Glenn and Terri Marx, nice comments from Tom Eggenesperger of the Sanders County Ledger in Thompson Falls, and, lastly, a nice little note on the front page from Montana Newspaper Association Executive Director Jim Rickman.

Here's what Rickman said: "On behalf of the Montana Newspaper Association and our 88 member newspapers, we congratulate Greg Corr on his amazing 35 years as a newspaperman. Greg exemplifies community newspaper publishing, always providing editorial balance and accurately chronicling the important events and people in the communities his newspapers served. We also appreciate Greg's leadership role with the MNA and the support he provided fellow publishers. With warmest regards and gratitude, Jim Rickman, Executive Director, Montana Newspaper Association."

Pretty nice, huh?

Since I've known Rickman, he's been the voice of reason and common sense for MNA, and he's never off. We're lucky to have him. I just hope he sticks around for awhile.

As far as my disease, let me provide an update, even though it might not be what you want to hear.

I think most of my newspaper friends across Montana know by now that I was diagnosed in February 2014 with a cancerous tumor (sarcoma) in my left thigh. I have had a growth in that leg for over two decades, and doctors have always told me to leave it alone, so that's what I've done. Unfortunately, someone upstairs has a plan for me, and that plan includes cancer.

After taking chemotherapy and radiation last year, the cancer spread to my lungs, so now it's in both my leg and lungs. Earlier in April I got yet another surprise when doctors discovered another cancerous mass in my brain. That's right, my brain. That's not a typo.

My balance went a little haywire, and I became droopy on my left side, so that is what tipped off the doctors.

Since then, I've gone through 10 straight days of radiation treatment on my brain. The hope is to shrink the cancer there. The leg tumor has shrunk over the past year, so I am hopeful maybe, just maybe, the brain cancer will shrink, as well. Time will tell.

I have been taking about five different kinds of medicine daily over the past several weeks. They include a painkiller, anti-seizure drug, my blood pressure medicine and others. Actually, I feel pretty well at the moment, but, of course, that could change at any moment.

Cheryl and I are currently training a new fellow from Green River, Wyo., in the business of running the Whitehall Ledger. After a month of training, he will be on his own to take the Ledger to a prosperous future. He takes pride in his sports coverage, so readers and colleagues undoubtedly will notice positive changes in Ledger sports.

Although I was hoping to keep going in this business through my 60s, I'm realizing that my condition just will not allow it. Cheryl and I plan to move permanently to our Flathead Lake east shore cabin this summer. It's located about nine miles south of Bigfork in the beautiful cherry orchard country. Depending on how I feel, I might continue to write for any publications that will take my stuff. Or, I might just relax, cast a lure in the lake now and then, and maybe take a boat ride to Wild Horse Island.

Cheryl will eventually try to find work; but initially she plans to take care of her hubby for a month or two.

So, there you go. That's my current state of affairs and future plans. If anyone would like to converse via email, please feel free to get ahold of me at grcorr@gmail.com, I would love to hear from you. Unfortunately, I will not be able to make this year's MNA convention at Big Sky for the second straight year. Sorry, but that is just how it is.

Thank you,
Greg Corr
Whitehall

MNA Annual Convention page critique opportunity

Educator/consultant Ron Reason will review a variety of ideas from his recent work helping newspapers and magazines around the U.S. stay ahead, and will critique—and even remake—select page designs submitted by conference attendees. Want to participate and possibly have a fresh eye on your work? Select a page that you think worked very well, and one that may have missed the mark, and email the PDFs to ronreason@gmail.com with "MNA critique" and the name of your paper in the subject line. Submit PDFs only, please. Deadline for submissions: June 1, 2015. [Not all pages can be shown or remade in the presentation, but those selected will be representative of challenges and opportunities facing the state's press.]

PEOPLE and PAPERS

Montana Newspaper Foundation provides scholarships

Chari White, a scholastic standout and photojournalist from Silesia, Montana, was awarded the MNA's Pat Burke Memorial Scholarship at the UM School of Journalism's annual Dean Stone Scholarship Banquet, April 17, in Missoula.

The MNA's Dean Stone Award went to Micah Drew, a UM track and cross-country star and an aspiring sportswriter from Boise, Idaho.

The MNA's donations, supported by its annual scholarship auction, were among the nearly \$150,000 in scholarships awarded to more than 50 students that evening at Missoula's Holiday Inn Parkside. Both Chari and Micah are juniors.

Chari's interest in photojournalism first flared when she began taking photos of her brother's dirt bike races. She says she almost cried the first time she checked out a 70-200 mm lens from the J-School for her first assignment.

Since coming to the school, she has been published several times in the Missoulian for her coverage of sports and cultural events.

"I wish I could convey in words how huge a blessing this scholarship is for me," she said. "I've always dreamed of studying abroad and it's helping me do that. With the help of this scholarship, I'll be able to study abroad to Argentina spring semester 2016."

Micah hopes to cover sports and do some outdoors writing during a summer internship with the Boise Weekly, the city's alternative paper. He hopes to write someday for Running Times, Runners World or Outside magazines.

Professor Jule Banville, a former newspaper reporter, said Micah managed to publish a story in his first reporting class. In one of her favorite pieces, he examined the intense psychological effect that injuries sometimes have on athletes, especially runners.

"When he says he wants to work for Runners World, I believe he someday will," she said.

The Montana Newspaper Foundation, a nonprofit, 501c3 education foundation, is committed to raising, accumulating and dispersing funds for scholarships, internships and member education. To learn more, please visit www.mtnewspapers.com or contact Jim Rickman at 406-443-2850.



Chari White



Micah Drew

PEOPLE and PAPERS

Greg Corr steps down as editor/publisher of the Whitehall Ledger after 9 years

By Cheryl Cheman Corr, Ledger Reporter, Greg's Wife

I thought it necessary and appropriate to dedicate this issue of the *Whitehall Ledger* to my husband, Greg Corr, who has been at the helm of this beloved community newspaper for nine years.

Because of Greg's terminal cancer diagnosis, he won't be able to enjoy a normal retirement. It's only fitting then, that he receives some honor and recognition that is due to him.

Greg recently penned his own mini-novel about his life and how he ended up in Whitehall. The story chronicles his years in the newspaper business which started with his journalism degree earned from South Dakota State University in May of 1982.

Greg worked for many small newspapers in many places such as Colorado, South Dakota, North Dakota, Iowa, Wisconsin, Wyoming and Alaska to name a few. He last owned the Cascade Courier before buying the *Ledger* from Glenn and Terri Marx in April of 2006.

Greg loves the outdoors and did summertime stints at Glacier National Park, Yellowstone and Denali in Alaska. I'm

hoping to get to Glacier a few more times this summer at least to see Lake McDonald and maybe drive Going-to-the-Sun highway to Logan Pass.

Greg documented his experience with skydiving in May of 1984 and his story and photo were published in the *Havre Daily News*. He continued his daredevil antics with a bungee jump in August of 1992 at the Dells in Wisconsin.

Always the athlete, Greg stayed in shape by riding his bicycle and many in the Whitehall community would spot him on his twenty-mile journey up the Whitetail.

Greg served on the board of directors for the Montana Newspaper Association for a few years and also served as a board member of the Jefferson Valley Community Foundation in Whitehall. He was on the board for Liberty Place in Whitehall.

Greg has two children, Jerrica, age 23, and Keaton, age 20. Both are attending colleges out of state and both came to visit their dad in Whitehall this past weekend, a welcome diversion.

Unfortunately, we recently received news that Greg's cancer has spread to his brain making the short time he had left even



Greg Corr

shorter. He will receive radiation treatments to alleviate the pressure and swelling, then he will remain at home under my direct care and supervision until he passes. We have purchased a small cottage along the shore of Flathead Lake and hope to spend as much time as God allows Greg to finish out his days there. In his book, Greg specifically thanked the Whitehall community, friends and family for helping both he and I through this difficult situation. I am proud to be the wife of such a kind, dedicated and exemplary human being.

New owner: Smith takes over Ledger

Staff Report

The Whitehall Ledger has a new owner and publisher.

Jack Smith, formerly of Green River, WY, took over ownership of the paper May 4.

Smith comes from the Green River Star newspaper, where he has spent the past two years as the sports editor, reporter, and page designer.

"I'm absolutely thrilled to be a new resident of Whitehall and to take over the Ledger," Smith said. "I've got some very big shoes to fill, but will do my best to make sure the paper remains a very important part of the community. I loved my job in Wyoming, but purchasing the Ledger was an

opportunity I could not pass up."

Along with his work at the Star, Smith has also worked as a reporter at several daily newspapers, the editor at two weekly newspapers and a monthly business report, and also started a small newspaper in Washington State. "I have a passion for newspapers, and wholeheartedly believe that small town journalism is where I belong. Each week I look forward to telling the stories of a community and I plan to do the same here. I've lived in both large cities and small towns. I would much rather be in a place the size of Whitehall. There are so many stories to tell about the people that make this a wonderful place to live," he said.

While Smith has taken over ownership at the Whitehall Ledger, he is still finishing his last two weeks at the Green River Star.

He said it will be a bit hectic the next few days trying to do two jobs, but he will make sure the Whitehall Ledger that is sent to your homes is the quality paper residents are used to.

"Greg and Cheryl did an amazing job. It's only fair to them that I give my 100 percent to the people of Whitehall," Smith said.

"I look forward to meeting the residents of Whitehall and encourage everyone to stop by the office and say hello."

ADVICE from the EXPERTS

Connect with readers Deliver what your community wants

By Jim Pumarlo

There's nothing more satisfying than looking at your product – whether it's the print or digital edition – and saying to yourself, "We've got it covered. We're connecting with our readers." It matters little whether a newspaper has a circulation of a few hundred or several thousand.

News organizations must connect with readers – their customers – if they are to remain relevant. That means delivering the chicken dinner – and steak, too. No matter how big your operation, don't forget the little things. And, no matter how small your newsroom, take the time to pursue the big projects, too. I put news reports into two buckets: stories readers "should" read and stories they "like" to read. The two lists need not be mutually exclusive. The key is to regularly connect with your community.

Here are a handful of ways.

- Rethink your beats. Is your newsroom structured to monitor the things most important to your readers? Think beyond the standard public affairs beats of local government. For example, the local economy plays a huge part in people's lives. If you regularly check in with the city council administrator, it's equally wise to put other individuals and organizations on your list – the chamber of commerce, union leadership, government agencies that handle agriculture subsidies, bank presidents, workforce centers. Go beyond the newsroom. Newsrooms regularly review everyday coverage and plan special projects.
- Expand the discussion. Include the entire newspaper family – representatives from all departments – as they likely represent a cross-section of your readers. Think of other individuals who have a pulse of the community – the United Way director, the CEO of the largest employer, the community ed director, the leader of a civic club, the morning coffee roundtable at the bakery, the "go to" volunteer who seems to be involved in every civic project.
- Be inquisitive. Reporters are paid to ask questions. One reporter, recalling his editor's nose for news, recalled, "If he saw a city crew digging up a sidewalk, he'd stop and ask, 'What are you doing?'" There's a good chance other passers-by had the same question. Your staff can't be everywhere, so turn all your employees into reporters. Instill in them a similar mindset. Encourage them to bring you the news.
- Don't forget second-day stories. Scan any newspaper, and coverage is likely dominated by reports of meetings and events. Stories detail the facts behind an action, the quotes from the decision-makers detailing the "whys" of a particular decision. Remember, every action has a reaction. Second-day stories are just as important – sometimes more important – than the original report. Follow-up stories likely include new names and faces. You are expanding your network of news sources and, most importantly, your readership base.
- Have a conversation. Connecting with readers requires having regular conversations. Explore all opportunities through your print edition and digital platforms. Follow social media channels, too.
- Take the time to answer questions; explain the dos and don'ts of your policies in a regular column.

In a nutshell, place as much emphasis on developing informal networks as you spend resources on your established networks. Making regular stops at the city hall, cop shop or courthouse are important, but think of all the other places where people regularly gather and share the news of their friends, neighbors and co-workers.

Drop in regularly, and editors will soon develop an informal group of correspondents. Some individuals will be waiting to pass along story ideas, especially if they wind up in the newspaper on occasion. The investment of your time will provide dividends for your content and your community.

Jim Pumarlo writes, speaks and provides training on community newsroom success strategies. He is author of "Journalism Primer: A Guide to Community News Coverage," "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers." He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.



Jim Pumarlo

130TH annual CONVENTION

AGENDA

Montana Newspaper Association Buck's T-4, Big Sky, Montana

Thursday, June 11

- 3:00 p.m. MNA & MNAS joint Board of Directors' meeting – Gallatin Room
7:30 p.m. Hospitality suite opens – Room 306

Friday, June 12

- Morning Open for relaxing and recreation
6:00 a.m. Breakfast buffet – Yellowstone Room
11:00 a.m. Registration opens – Lodge Lobby
12:30 p.m. Past Presidents, Student Journalist of the Year, Master Editor/Publisher & Montana Newspaper Hall of Fame Awards Luncheon Montana Room
2:00 p.m. Covering Challenging Community Issues Panel Discussion – Buck Ridge Room Moderated by Holly Michels
2:00 p.m. Sales Team Leadership – Bighorn Room Presented by Cindy Sease
3:00 p.m. Challenges in the News Business Brought About by the Internet – Buck Ridge Room Presented by Mike Meloy
3:00 p.m. Successful Design for Print and Digital Advertising Campaigns – Bighorn Room Presented by Lori Pederson
4:00 p.m. Computer Assisted Reporter Training Buck Ridge Room - Presented by Eve Byron and Zach Holden
4:00 p.m. Facebook for Newspapers – Bighorn Room Presented by Deanna Satre
5:30 p.m. Montana Newspaper Foundation Social Hour Wedding Garden
6:30 p.m. Montana Newspaper Foundation Dinner and Fundraising Activities – Montana Room
7:30 p.m. Montana Newspaper Foundation Spellin' B Montana Room Presented by Kev Campbell and Peter Fox
8:30 p.m. Montana Newspaper Foundation Live Auction Montana Room – Presented by Pat Busby
9:30 p.m. Hospitality suite opens – Room 306

Saturday, June 13

- 6:00 a.m. Breakfast buffet – Yellowstone Room
8:00 a.m. Registration opens – Lodge Lobby
8:00 a.m. MNAS Annual Meeting – Bighorn Room
8:30 a.m. MNA Annual Meeting & Election of Officers Bighorn Room
9:00 a.m. Montana Newspaper Foundation Annual Meeting – Bighorn Room
10:00 a.m. A Look at Montana Newspapers: Impactful Design for News and Advertising Buck Ridge Room – Presented by Ron Reason
10:00 a.m. Real Time Bidding, Content Marketing and the Future of SEO – Bighorn Room Presented by Jeff Avgeris
11:00 a.m. Statewide Advertising Sales and Revenue Opportunities – Bighorn Room Presented by Kev Campbell
12:00 noon Luncheon – Montana Room
12:30 p.m. “Waiting for a Chinook”: Legacy of a Country Newspaper Editor – Montana Room Presented by Gregory Hinton
2:00 p.m. Switch Hitting: Reporters' Print and Digital Skills – Buck Ridge Room Presented by Greg Rachac
2:00 p.m. Advertising Sales Roundtable: Bring Your Best Show and Tell – Bighorn Room Presented by Cindy Sease
3:00 p.m. Newsroom Idea-Sharing Roundtable Buck Ridge Room – Moderated by John T. Cribb
5:30 p.m. President's Reception – Montana Room
6:30 p.m. MNA Awards Banquet – Montana Room
7:30 p.m. President's Award – Montana Room
7:40 p.m. Chrysti the Wordsmith – Montana Room
8:00 p.m. 2015 Better Newspaper Contest Awards Montana Room - Presented by Chrysti Smith
9:30 p.m. Passing of the Gavel to Matt Bunk, incoming MNA president – Montana Room
9:45 p.m. Hospitality suite opens – Room 306



Round Up

for the Montana Newspaper Foundation

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.

Friday night of the Convention is shaping up to be both a fun and fund-raising event thanks to all of you who have committed donations and to those of you who plan to attend and participate.

Live & Silent Auction

The Foundation is pleased to have professional auctioneer Pat Busby from Bozeman at the mic with items that have been graciously donated from member newspapers, associate members and friends of MNA. Here are a few items from the lineup that might interest you.

Antique roll-top desk - circa 1910, not only is it in beautiful condition, but it comes complete with news publishing history. The desk was donated by Butch Larcombe, a friend of MNA. According to Butch, *"The desk came from the office of the Saco Independent many years ago, probably in the early 1970s. The Phillips County News bought the Saco Independent at some point and the desk and some of the other equipment was retrieved from a very dusty office in Saco by my Dad and me and some other folks."* The Phillips County News was at one time owned by Butch's grandfather, J. Russell Larcombe, and then his father, James R. Larcombe.



Yellowstone River Fly Fishing Package – guided trip for two with Stillwater Anglers on the Yellowstone River, donated by Stillwater County News

Missouri River Fly Fishing Package – guided trip for two, hearty lunches on the river, dinner at Izaak's Restaurant in Craig, lodging at Trout Montana in Cascade, donated by Matt & Kev Campbell

Montana Craft Beer – freshly filled growlers and gear from various breweries around the state

Made in Montana – gift baskets and goods

Signed books by Montana authors

Mel Ruder Black and White Photograph – *Mountain Goat Overlooks Gunsight Lake*, circa 1971, donated by Hungry Horse News



Original Art by Montana Artists and Artisans

Kate Hunt Studio Tour and Wild Salmon Dinner for two – donated by Missoula Independent

10 Wine Down with the Newspaper gift packs - each with their own theme, great for gift-giving or to enjoy yourself!

Plus a variety of custom gift baskets and treasures from around the state. Hopefully something for everyone to bid on and take home!

Spellin'B

- **Participate as a team of three.** Please pre-register team by June 1. A minimum of three teams is needed for the Bee to be.
- **Form a team the night of the event.**
- **Participate from the audience as a Silent Bee competitor.** Those with the most correct words spelled will BEE recognized and applauded!
- **Sponsor the re-entry fee.** Audience members and teams may pay a re-entry fee, once per round per team, to buy their way back in after misspelling a word.



Spelling Bee rules are available in advance to those who pre-register by June 1. Contact Kev Campbell at the MNA office, 406-443-2850, if you would like to participate, but do not have a team as we will form teams from individuals.

The greatest support comes from your attendance and participation at Friday night's Foundation Banquet & Fundraiser. We appreciate the support given at the convention and year-round.



**Montana Newspaper Association
130th Annual Convention
Buck's T-4 at Big Sky, MT
June 12-13, 2015**



CONVENTION REGISTRATION

Please complete and return to MNA by June 1, 2015

Attendee's Name (please print as it will appear on name badges)	Friday June 12th Educational Sessions and Awards Luncheon \$35 per person	Friday June 12th Foundation Banquet, Fundraising Auction and Entertainment \$89 per person *	Saturday June 13th Educational Sessions and Luncheon \$36 per person	Saturday June 13th MNA Better Newspaper Contest & Awards Banquet \$43 per person	Total Registration Fees for Attendee
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
2015 MNA Convention Registration MEMBER NEWSPAPER	Name of Newspaper				
			\$249 per Member Newspaper		\$
2015 Convention Registration ASSOCIATE MEMBER	Name of Associate Member				
			\$249 per Associate Member		\$
Total Registration and Session Fees					\$

*Includes a \$25 contribution to the Montana Newspaper Foundation in support of member education, scholarships and internships.

Please mail Convention Registration to: MNA, 825 Great Northern Blvd, Ste 202, Helena MT 59601,
or e-mail to Pamela Chriske pamela@mtnewspapers.com. No payment required at this time. MNA will send you an invoice.



Guest Room Reservations

Buck's T-4, Big Sky
406-995-4111

Please call Buck's T-4 directly to make your room reservations and identify yourself as being with the MNA. A special rate of \$99 + tax is being offered for single or double occupancy. The deadline to receive this special rate is May 22, 2015.

CONVENTION REGISTRATION continued

As in years past, Friday night of the convention will celebrate and highlight the Montana Newspaper Foundation through various fun and fundraising activities that all attendees are welcome and encouraged to attend. Funds raised will be used in direct support of scholarships, internships and member education. Your contributions are greatly appreciated. Please join us in any or all of the evening's events:

Spellin' B

Teams will compete in a "not your average 5th grader spelling bee" for year-long bragging honors and befitting prizes! While there is no limit to the number of teams from each organization, each team may have a maximum of three members. Peter Fox will serve as pronouncer and judge. Teams will have one opportunity per round to re-enter the competition should they misspell by making a financial contribution or having one made for them by a member of the audience (yes, you can buy your way back in). Teams will also be judged for their "team brand". Official rules will be supplied in advance to each registered team. **Deadline for Spellin' B Team Registration is June 1, 2015.**

Spellin' B Team Registration Form					
Spellin' B Team Name					
Newspaper or Organization					
Team Member #1 (Captain) Name					
Team Captain's E-Mail Address					
Team Member #2 Name					
Team Member #3 Name					
\$125 Team Registration Fee will be included in Total Fees Invoiced to Newspaper					

Montana Newspaper Foundation Donations

Donations and Contributions are needed to stock the live and silent auctions, mini-raffles, heads or tails games and prizes for the Spellin' B. Perhaps you have something unique to your community or a collectible from the news publishing industry to donate. Please consider purchasing and donating to benefit the Foundation and your local community's businesses, advertising clients and individuals. For a list of specific "most wanted" items, or to discuss details of your donation, please contact Kev Campbell at 406 443 2850 | campbell@mtnewspapers.com or a member of the Montana Newspaper Foundation. Please return donation form or e-mail details of your donation. Thank you!

Name of Donor (Individual or Organization) _____ who will be recognized in the convention's program and announced during the Montana Newspaper Foundation Banquet Friday night.

Please indicate your preferred sponsorship donation(s):

Silent Auction & Live Auction Donations

- \$500 cash \$300 cash \$100 cash donation for MNF to purchase a Silent Auction item(s)
- Guided Hunting and Lodging Trip Miles City Bucking Horse Show Tickets + Lodging Fly Fishing Package
- Glacier Park Rafting Package Vintage Advertising Moscow Mule Copper Mugs & Spirits High Tech Gadget
- Local Brewery Gift Certificate, Gear, Bottled/Canned Beverage Assortment MSU Fan Gear UofM Fan Gear
- Collectible Edition of Montana Newspaper Montana Wines Assortment 4-H Beef or Hog Package Art
- Other, please describe item and value _____

Mini-Raffles, Heads or Tails Game and Prize Donations

- \$200 cash \$100 cash \$50 cash donation for MNF to purchase items and for cash prizes
- Made in Montana Gift Basket Wine Basket Craft Brew / Home Brew Package Montana Distillery Spirits
- Book by Montana Author Gourmet Coffee/Tea Basket Made in Montana Jewelry Subscription, Gift Certificate
- Other, please describe item and value _____