Best Sports Photo
Division 5
2016 Better Newspaper Contest
By Bob Zellar, Billings Gazette

Titled: Softball Catch

Judge’s Comment: Great expression captured in a pivotal moment.
**MNA Calendar**

**May**

26  Registration deadline for the 132nd MNA Annual Convention  

26  Member Educational Opportunity: Online Media Campus: What Would Sammy Do? Top Priorities for Sales Today  
    Register at [http://onlinemediacampus.com/](http://onlinemediacampus.com/)

29  MNA office will be closed for the Memorial Day Holiday

**June**

7   Member Educational Opportunity: Online Media Campus: Building a Strong Service Directory to Increase Revenue  
    Register at [http://onlinemediacampus.com/](http://onlinemediacampus.com/)

15, 16, 17  MNA and MNAS Board of Directors’ Meeting - Pine Meadows Golf Course, Lewistown

16, 17  132nd MNA Annual Convention - Yogo Inn, Lewistown

16  Deadline to submit articles for the June Press Pass

16  Montana Newspaper Foundation Annual Meeting - Yogo Inn, Lewistown

16  Montana Newspaper Foundation Golf Scramble Fundraiser - Pine Meadows Golf Course, Lewistown

16  Montana Newspaper Foundation Dinner Train Fundraiser - Charlie Russell Chew-Choo, Lewistown

17  Montana Newspaper Advertising Service Annual Meeting - Yogo Inn, Lewistown

17  Montana Newspaper Association Annual Meeting - Yogo Inn, Lewistown

17  MNA Past Presidents’ Luncheon, Master Editor/Publisher Award and Montana Newspaper Hall of Fame Induction- Yogo Inn, Lewistown

17  2017 MNA Better Newspaper Contest Awards and Banquet - Yogo Inn, Lewistown

**July**

1  Annual deadline to file a County and Municipal Sworn Statement of Circulation

4  Independence Day - MNA office will be closed

21  Deadline to submit articles for the July Press Pass

**August**

18  Deadline to submit articles for the August Press Pass

**September**

4   MNA office will be closed for the Labor Day holiday

4   National Newspaper Carrier Day

15  Deadline to submit articles for the September Press Pass

15  MNA & MNAS Board of Directors’ meeting, Great Falls

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**Welcome**

New Associate Member

**Montana Newspaper Association**

825 Great Northern Blvd., Ste. 202  
Helena, MT 59601  
Phone 406-443-2850  
Fax 406-443-2860

**Our Mission:**

To advance and sustain the news publishing industry in Montana.

Jim Rickman, Executive Director | [jim@mtnewspapers.com](mailto:jim@mtnewspapers.com)
Stacy Wirtz, Business Development Director | [stacy@mtnewspapers.com](mailto:stacy@mtnewspapers.com)
Ryan Stavnes, Member Relations & Client Services | [member@mtnewspapers.com](mailto:member@mtnewspapers.com)

[mtnewspapers.com](http://mtnewspapers.com)

May 26, 2017
MEMBER PROFILE

HEIDI DESCH
Editor, Whitefish Pilot

BORN, YEAR & PLACE:
1983, Casper, Wyoming

EDUCATION:
Bachelor’s in journalism from the University of Montana

FAMILY:
Two dogs, Molly and Charlie, and cat, Scoop

FIRST NEWSPAPER JOB:
Intern for The Western News in Libby

HOW DID YOUR CAREER LEAD YOU TO WHERE YOU ARE NOW?
My career started before I was getting paid to work in journalism. I knew in high school I liked to write, but I also knew I couldn’t write a fiction story to save my life. So when I found my high school newspaper and found I could write about real stories, it just clicked into place and I knew that was where I was headed. While attending the University of Montana, I got the chance to intern in my hometown of Libby at The Western News. Then, after graduating, I landed my first job as a reporter at the Hungry Horse News, before moving to the Whitefish Pilot as a reporter. I’m now the editor of the Pilot.

WHAT’S THE MOST IMPORTANT THING YOU LEARNED ALONG THE WAY THAT PREPARED YOU FOR YOUR CURRENT ROLE?
There have always been good tips along the way from the editors I’ve worked with, but I think two things stick out: don’t spell people’s names wrong, and you’re going to make mistakes, just don’t repeat them. There’s no better way to make someone angry (or embarrass yourself in a small town) than to spell a source’s name wrong. The second piece of advice really applies to everything we do. If you spell that name wrong, or if you got a fact incorrect, or if you missed a great shot, then figure out why and do your best not to do it again.

WHAT ASPECT OF THE JOB DO YOU FIND THE MOST REWARDING?
I love telling stories. I always find it so amazing that strangers will invite me into their homes and tell me the story of their lives. Interviewing senior citizens is often my favorite because so many times they have such rich stories to tell. I like that being a journalist allows me to experience things I wouldn’t otherwise — like when I got to ride in a small four-seat plane or take an Amtrak train ride. But I also like that it gives me an excuse to do something I never would do in my personal life — call up a stranger and ask him or her to tell me his or her life story.

WHAT ASPECT OF THE JOB DO YOU FIND THE MOST CHALLENGING?
Whitefish is a busy ski resort town right outside Glacier National Park. There’s also a great school system, a busy city government, and an excellent cultural arts scene with theatre and art galleries. So basically, there’s a lot happening here every week. While having plenty of stories to cover and photographs to take is a good thing, having a small staff of two means that we can’t always make it to every event. The most challenging part is picking and choosing what gets our attention for that week for the day-to-day items, while also making sure we are doing in-depth coverage on the city budget and the next school levy election.

WHAT IS YOUR DIGITAL STRATEGY RIGHT NOW?
Because we are a weekly newspaper, we use our website to add value to our product. We often place breaking news on our website or post relevant stories on the site before publishing them in the paper. We use Facebook and Twitter to promote those stories, along with sharing photos. We also use Twitter for quick updates when it matters, such as reporting sports scores or the results of a contentious meeting. We also use Instagram to share photos and connect with folks, because we find that more young people, like high school students, are using Instagram.

WHAT IS YOUR PRINT STRATEGY RIGHT NOW?
Our print strategy is largely about producing quality content every week. We want to make sure we are thoroughly covering the important issues facing the town in the way no one else can. We also focus on producing the community features that everyone loves and showcasing the high school sports teams.

HOW DOES THE MNA SERVE YOU AND YOUR NEWSPAPER?
It’s great knowing MNA is there to answer any questions we might have. I enjoy getting the monthly newsletter to keep up with journalism-related topics happening around the state. During the state Legislature, the MNA’s summary of bills that could impact the newspaper industry is a great resource for keeping an eye on what’s happening.
2017 Convention Agenda

132nd Annual Convention
Yogo Inn, Lewistown MT - June 16 - 17, 2017

Thursday, June 15
3:00 pm  MNA & MNAS Joint Board of Directors’ Meeting

Friday, June 16
9:00 am  Convention packets available
9:00 am  Montana Newspaper Foundation Annual Meeting
11:00 am  Montana Newspaper Foundation Golf Scramble
4:00 pm  Montana Newspaper Foundation Pre-Dinner Train Cocktail Hour and Fundraiser
5:30 pm  Montana Newspaper Foundation Charlie Russell Dinner Train Fundraiser
9:30 pm  Hospitality suite opens

Saturday, June 17
8:00 am  Convention packets available
8:00 am  Montana Advertising Service Annual Meeting & election of officers
8:30 am  Montana Newspaper Association Annual Meeting & election of officers
9:30 am  Educational Session: John T. Cribb presents ‘Market Trends & What to Consider When Selling a Newspaper’
9:30 am  Educational Session: Summer Goddard & Nicole Tavennar present ‘Creative Design Roundtable’
10:30 am  Educational Session: John MacDonald presents ‘2017 Legislative Session Recap’
10:30 am  Educational Session: David Keyes presents ‘Best Special Projects and Advertising Roundtable’
12:00 pm  MNA Past Presidents’ Luncheon
12:30 pm  2017 MNA President’s Award Presentation
12:50 pm  2017 Master Editor/Publisher Award Presentation
1:10 pm  2017 Montana Newspaper Hall of Fame Induction
1:30 pm  Educational Session (3 hours): Google News Lab, Mike Reilly presents “Google Trends; Fusion Tables; MyMaps; Earth; Google Translate; Google Image Search/Verification; Streetview; Cardboard and Cardboard Camera; Mobile Apps; Public Data Explorer and Scraping Data with Google Sheets
5:00 pm  MNA President’s Reception
6:00 pm  Montana Newspaper Foundation fundraising activities
6:30 pm  2017 Better Newspaper Contest Awards Banquet
7:30 pm  2017 Better Newspaper Contest Awards Presentation
8:15 pm  Award intermission, entertainment and Foundation fundraising activities
9:45 pm  Welcome MNA Incoming President
10:00 pm  Hospitality suite opens

Our Mission:
To advance and sustain the news publishing industry in Montana

May 26, 2017
## Attendee Registration

<table>
<thead>
<tr>
<th>Attendee General Convention Registration</th>
<th>Golf Scramble Fundraiser for the Foundation</th>
<th>Charlie Russell Dinner Train Fundraiser for the Foundation</th>
<th>Past Presidents' Luncheon, Master E/P Award and MT Newspaper Hall of Fame Induction</th>
<th>2017 Better Newspaper Contest Awards Banquet</th>
<th>Total Registration per Attendee</th>
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Registration fee is per person or per organization attending. Includes $54 donation to the Foundation. Includes $24 donation to the Foundation.

| Attendee's Name: | | | | | | |
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No Payment Required at this Time - MNA Will Email an Invoice

Total of all Registration and Events Fees: $  

Member Name:  

Please Send Convention Registration To:  
Ryan Stavnes, member services  
Email: member@mtnewspapers.com  
Montana Newspaper Association  
825 Great Northern Blvd, Ste 202  
Helena, MT 59601  
(406) 443-2850  
Registration Deadline: May 26, 2017  

Lodging:  
Yogo Inn  
Ask for the Montana Newspaper Association convention rate.  
Reservation deadline is May 15, 2017

Phone:  
(406) 535-8721  

Website:  
yogoinn.com  

Our Mission:  
To advance and sustain the news publishing industry in Montana  

May 26, 2017
Thank you to the following MNA members for judging the North Dakota Newspaper Association 2017 newspaper contest

Mackenzie Reiss, Big Timber Pioneer
Kyle Rickhoff, Billings Gazette
Nick Ehli, Bozeman Daily Chronicle
Jeff Martensen, Choteau Acantha
Melody Martensen, Choteau Acantha
Nancy Thornton, Choteau Acantha
Vonnie Jacobson, Choteau Acantha
Dick Crockford, Dillon Tribune
Mike Regan, Dillon Tribune
Kelwyn Brown, Flathead Beacon
Tristan Scott, Flathead Beacon
Greg Lindstrom, Flathead Beacon
Michelle Frank, Glasgow Courier
James Walling, Glasgow Courier
Michelle Bigelbach, Glasgow Courier
Jamie Crisafulli, Glendive Ranger-Review
Jennifer Sorenson, Great Falls Tribune
Deanna Small, Great Falls Tribune
Holly Kopeikin, Great Falls Tribune
Scott Sandford, Great Falls Tribune
Tiffany Aldinger, Great Falls Tribune
Karl Puckett, Great Falls Tribune
Jo Dee Black, Great Falls Tribune
Scott Mansch, Great Falls Tribune
Kristen Inbody, Great Falls Tribune
Jim Strauss, Great Falls Tribune
Chris Peterson, Hungry Horse News
Christy Sprague, Independent Press
Eric Anderson, Independent Record
Al Knauber, Independent Record
Troy Shockey, Independent Record
Barb Stratman, Independent-Observer
Jeremy Weber, Lake County Leader
David Keyes, Laurel Outlook
Charlie Denison, Lewistown News-Argus
Meagan Stiener, Lewistown News-Argus
Jenny Gessaman, Lewistown News-Argus
Jim Durfey, Livingston Enterprise
Amelia Murphy, Livingston Enterprise
Denise Nevine, Livingston Enterprise
Justin Post, Livingston Enterprise
Sam Hill, Livingston Enterprise
Jordan Ingram, Livingston Enterprise
Kara Stewart, Miles City Star
Derek Brouwer, Missoula Independent
Brad Tyer, Missoula Independent
Rob Chaney, Missoulian
Ashley Klein, Missoulian
Keila Szpaller, Missoulian
Kim Briggeman, Missoulian
David Erickson, Missoulian
Tommy Martino, Missoulian
Jenean Kujawa, Montana Standard
David McCumber, Montana Standard
Erica Yakawich, Montana Standard
Erin Murdock, MSU Exponent
Tyler Manning, Searchlight
Ellen Wznick, Sidney Herald
Bill Vander Welle, Sidney Herald
Christina Bledsoe, Silver State Post
Tom Mullen, Silver State Post
Michael Stafford, Silver State Post
Tracy McNew, The Montanian
Karen Peterson, Valley Journal
Linda Sappington, Valley Journal

Education Assistance Grants to strengthen media reporting on Montana jobs and economy

The Greater Montana Foundation offers education assistance grants to individual Montana news media professionals and journalism students to strengthen their ability to report more effectively on issues of jobs and the economy. The $500 per person grants are for any course related to these issues, whether on-line or in-person, at any of the state’s post-secondary institutions. A recent media survey undertaken by GMF indicated that jobs and the economy are the top concern for Montanans, said Chair Dr. Bill Whitsitt.

“It is our goal to respond to this concern by providing financial assistance to working journalists and journalism students to improve their knowledge and skills.”

The grants are being publicized again at this time so that working journalists, journalism students and others in related fields can plan to apply in advance of the Summer and Fall 2017 semesters. Information and application packets are available at the Greater Montana Foundation’s website, www.greatermontana.org.

GMF also awards grants, including documentaries, political debates, topical news and public affairs programming, videos and webinars. GMF funds training for future broadcasters and internships at radio and TV stations awarded through the state’s university system.

Founded by pioneer broadcaster Ed Craney in 1958, the Greater Montana Foundation’s mission is to encourage communication, with an emphasis on electronic media, on issues, trends and values of importance to present and future generations of Montanans.

Contact: Sidney Armstrong, Executive Director
406-443-5693 - sidarmstrong@msn.com
William Whitsitt GMF, GMF Board Chair
406-309-0890 - wfwhitsitt@aol.com

May 26, 2017
Peter Johnson ends 40-year career at the Great Falls Tribune
By Jo Dee Black, Great Falls Tribune

After almost four decades, Peter Johnson’s chapter at the Great Falls Tribune as a reporter is ending.

Johnson, who grew up in Helena, earned a bachelor’s degree in journalism from the University of Montana and a master’s degree from Northwestern University Evanston, Ill. He joined the Tribune in July 1977.

“I was hired as a general assignment news reporter, but filled in on the sports desk that summer first,” Johnson said. “The first three weekends I worked at the Tribune I was on the road covering golf tournaments because publisher Bill Cordingley was a huge golf fan.”

During his tenure, Johnson covered government beats, politics, the military, education and, most recently, business.

“In the late ’70s and early ’80s, the national economy was in tough shape. And in Great Falls, we lost the smelter in Black Eagle and Malmstrom Air Force Base lost a major North American Aerospace Defense Command mission and there was worry that the existing land-based nuclear mission could be shut down,” Johnson said. “Great Falls had lost its self-confidence.”

Local military supporters backed schemes in the late 1980s for a Midgetman Missile that would shift small nuclear missiles around on large trucks and another failed plan to land the proposed Venture Star plane/spaceship at Malmstrom. They ultimately landed a refueling plane at Malmstrom for several years and later the REDHORSE mobile engineering unit.

Watching the community pick itself up and grow, with a lot of assistance from private, volunteer efforts in projects such as the River’s Edge Trail, the McLaughlin Research Center and the Lewis and Clark Interpretive Center, was rewarding, he said.

“People from all walks of life came together and made those projects possible,” he said. “And as a reporter, I got to witness history and describe it.”

Johnson has interviewed national and state politicians and celebrities as a reporter, along with business executives of national companies, such as Charlton Heston, President George H.W. Bush, Vice President Dan Quayle and his wife Marilyn Quayle, and regional native Gerald Molen, a producer for Steven Spielberg, who brought a screening of the second Jurassic Park movie to Great Falls to benefit McLaughlin Research.

He covered the dramatic 1992 square-off between liberal western Montana Democrat Pat Williams and conservative Republican Ron Marlenee when Montana lost one of its two U.S. House seats.

“That was always interesting, but it was equally rewarding to interview local politicians and small-business owners, such as the young folks who recently bought the American Bar in Stockett,” Johnson said.

One of his favorites was Paul Pistoria, a Great Falls Democratic legislator and gadfly at Great Falls City Commission meetings.

“Pistoria displays the tenacity of consumer advocate Ralph Nader, fighting the little guy’s fights for years on such down-to-earth issues as opposition to new-fangled garbage containers or a company that chains barrels to overparked cars,” Johnson wrote in a 1985 profile. “He exhibits the snooping ability of investigative reporter Jack Anderson, periodically uncovering embarrassing goof-ups that local government would just as soon keep to themselves.”

In his classic style, Johnson’s profile also included that Pistoria, with a reputation statewide as an eccentric fierce fighter for causes he was passionate about, had a softer side, nurturing 162 rose bushes and bringing flowers to friends, shut-ins, hospitals and others.

“There were a lot of people who didn’t like him, but Paul was very popular with the working class,” Johnson said.

“Peter may be moving on, but the deep Montana knowledge and reporting skills that he instilled in other Tribune staffers will remain,” said Tribune Publisher & Editor Jim Strauss, who worked with Johnson for 22 years. “So often when a story would break, Peter would provide perspective from Montana’s past and direct other reporters to sources and background that added context and depth to our coverage.

Continued on Page 8

May 26, 2017
People and Papers

Career Continued from Page 7

“...but I will miss his humor and gentlemanly style even more,” Strauss said. “He was a great reporter who loved good journalism, Great Falls and Montana. That showed in every story he wrote.”

Johnson is a well-prepared, persistent watchdog journalist, holding government and other officials accountable for their actions.

In the 1980s a Great Falls city manager who openly disliked the press, denied repeatedly that he and others were discussing salary increases at an early morning meeting that Johnson attended and wrote about.

“I had made one little error in the story and he kept blasting me about that, but what was really happening was that he and others were trying to push through an ‘under the radar’ raise, as the mayor told me years later,” Johnson said. “It was a good reminder as a reporter about the lessons I learned in journalism school.”

More frequently, Johnson’s well-earned reputation as an ethical journalist has meant countless people have trusted him with tips on everything from government shenanigans to business developments.

“That was always nice, to know that people trusted you, it felt good,” Johnson said.

Independent-Observer editor retiring

The Montana Newspaper Association offers our congratulations and appreciation to Buck Traxler, who is retiring from the Independent-Observer in Conrad after 32 year of service.

Buck is a Missoula native who graduated from high school in Hawaii, was a Navy photographer and also wrote for the Phillips County News in Malta.

Executive Director

Wyoming Press Association is seeking an executive director to help guide the association into the future of newspaper publishing. Duties include managing a $1 million-plus annual newspaper advertising sales business, organizing and directing annual conventions and lobbying. Oversees one full-time, one part-time staff member.

Newspaper experience a plus, but not required. Strong sales skills beneficial. Good interpersonal and public speaking skills essential. Salary range $60,000-$75,000, depending on experience. Benefits.

Letter of application, resume and professional references to the Wyoming Press Association, 2121 Evans Ave., Cheyenne, WY 82001 or email to wyopress@wyopress.org by midnight, Friday, July 14. No applications by telephone. Information: (307) 635-3905.

The WPA is an equal opportunity employer.

Montana

Newspaper Association

2017 Better Newspaper Contest Awards

Saturday, June 17

Yogo Inn, Lewistown Montana

Register at:

www.mtnewspapers.com/2016-mna-annual-convention-agenda/

May 26, 2017
In Memoriam

John Stanislaw Sr.

On April 23, 2017, John Stanislaw Sr. earned his eternal pilot’s wings and is happily flying with the angels after a short illness.

John Sr. grew up on Long Island, N.Y., and, even though he left Long Island, Long Island never left John. He was the ultimate New Yorker, phenomenal businessman, an outspoken and honest man and generous to a fault. John was proud to have served his country as a helicopter pilot during the Vietnam War. In the tradition of serving, while an owner of a very successful McDonald’s, John Sr. was a volunteer fireman with St. James Fire Department. He loved to hunt and found his retirement career as a bed and breakfast owner outside of Glasgow, Mont.

John Sr. owned several businesses throughout his life. He was always open to a new business adventure and the next business deal, but his longest-running ownership, that of The Herald-News in Wolf Point, Mont., was his favorite. John Sr. purchased the paper in 1999 while he was publisher of the Glasgow Courier in Glasgow. John later partnered with current Herald-News publisher Darla Downs. John and Jackie enjoyed spending time with Darla and her family, whom they treated as their own.

John Stanislaw Sr. attacked life, he loved fully and deeply and was generous to those who needed him.
What’s the first word you associate with editorials? Editorials can serve a variety of roles.

They educate. What are the current rental codes and how would they be strengthened under a proposed ordinance before the city council? What’s the process, and the pros/cons, for annexing land to a city?

They enlighten. Newspapers might feel an obligation to write something about the annual city festival. Why not write about the opportunity for the community to display itself to visitors and speak to the impact of tourism on the local economy?

They entertain. An editorial might spin an April Fool’s yarn or something light-hearted for Valentine’s Day.

They challenge your personal beliefs, forcing you out of your comfort zone.

They reinforce your positions, leaving you saying, “Now that editorial makes sense.”

They frustrate. They anger. They might prompt laughter or tears.

A common element to the most effective editorials, however, is that they leave an impression or prompt a reaction. In contrast, nondescript editorials are easily forgotten.

Above all, however, editorials should be held to the highest standards of journalism. They must be accurate. They must be accountable.

And, I argue, especially in community journalism – those standards are ratcheted up another notch. For 22 years, I wrote editorials five days a week – the vast majority focusing on local issues.

Local news is the franchise of local newspapers. In a similar vein, local editorials are the franchise of local newspapers. That often means offering commentary on topics that necessarily involve friends, neighbors and associates – individuals you see and do things with on a regular basis.

It’s straightforward to report on a proposal by the high school baseball coach to take his team on a spring training trip to warmer climes. It’s more challenging – and I submit more gratifying – to write an editorial that suggests an overemphasis on sports and the need for the school to stick to its core academic mission.

I don’t suggest the editorial won’t generate reaction from readers or prompt some friends to avoid you for a while. As difficult as it is, however, you must focus on the facts despite your closeness to the circumstances or the individuals involved.

I fondly remember my wife – always a staunch supporter of the newspaper’s right and responsibility to weigh in on the editorial page. I’d often use her as a sounding board for ideas and to preview an editorial. She’d also admit, on occasion, that it could be uncomfortable among our circle of friends.

I recall the time we were walking downtown about to cross paths with a local official who we had taken to task in our coverage. I could almost imagine her saying, “Can we turn around?”

But, as I would remind her, the subjects of our editorials ran the gamut. Democrats and Republicans, downtown and strip mall merchants, business and labor leaders, school administrators and coaches – they all received their editorial due. We’d never leave the house if we wanted to shy away from potential confrontations.

She recognized that, too, and was my biggest booster. She admired and respected the fact that we took strong stances on local issues as an institution in the community. She’d suggest ideas, too. As you sit down to write an editorial, keep that at the forefront: Strive for the same admiration and respect from your community, and you’ll have the foundation for a strong editorial.


He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.
Poll after study after survey tells us readers will not read a story that’s more than 15-20 inches long. They just won’t.

So, what do you think they’ll do with a story that’s 60 inches long? With no visual.

That’s right…no visual. No photo. No chart. No map. No pullout. Nothing to draw attention to the story or to break up that 60 inches. Just a dull, gray sea of type.

There was no need to rush the story into print. It’s just a backgrounder on the city’s plans to build a new office complex.

So, if this happened at a small daily where I was, say, the owner and editor, what would I do about it?

Let’s say I’ve been out of town at a press association convention for the past three or four days. And when I stop by the office on my way home, I go through the latest issue of my paper and I see that 60-inch story…with no visual.

It would be a major understatement to say I would be unhappy. I’d be furious!

During the past few years, I’ve trained my staff that visuals are critical to good reporting. I have a managing editor, a news editor/designer, a sports editor and his assistant, two features writers and two reporters. And all eight of them have been taught the value of good visual elements.

I’ve even made sure the importance of visuals is a key part of our design style guide. There are six pages in that 30-page style guide that talk about the value of visuals and how to use them!

But there I am. In my office. Fuming.

And now, I have to consider what I’m going to say to the staff-ers involved in letting that 60-inch story get into my newspaper with no visual.

When it comes to moments like this, I try to get through the burn and then find a way to solve the problem. But I do want my staff to know that this is inexcusable.

Here’s what I’d do:

I would make it clear that this is NOT the way we are EVER to do things.

And then I would have them write a very strongly worded memo setting up steps to guarantee that this never happens again. I would edit that memo as needed and have them rewrite it and then make sure it goes on the bulletin board and in emails or system memos to everyone in the newsroom.

I would have everyone on my staff initial a printed copy of the memo as proof that they have read it. And I would keep that initialed copy in my files.

I would also make sure that a copy of that memo goes into the personnel file of every editor and reporter involved.

This is one of those pivotal, important moments in the history of how we do things in a newsroom.

A 60-inch story with no art is unacceptable, and the fact that some in the newsroom let it happen is inexcusable.

Is this just too much? Am I indulging in overkill? Perhaps. But I’ll bet it will be a long, long time before I see a story that long without a visual again.

WANT A FREE evaluation of your newspaper’s design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322
Building revenue 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/

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.

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**Wednesday, June 7 - Building a Strong Service Directory to Increase Revenue**

**Presenter: Janet DeGeorge**

Every newspaper can grow consistent core revenue by having a strong Service Directory. The smaller the paper, the bigger the Directory should be! Sign on to this webinar to learn the secrets on how to double and triple this important revenue base.

**Register by June 5.**