Titled: Riding During the Witching Hour

Halloween came early in Hamilton after nearly 30 witches suddenly appeared Thursday night on Third Street and began to cackle as they rode through the streets handing out good luck charms to anyone they met. The ride through the streets was the second annual Witches Bike Brigade. Dulce Belanger said it began last year with a dozen riders dressed in black. She expected by the time this was done, close to 50 witches may have joined in on this year’s ride.

Photo taken with a Canon 6D with a 70-200 mm f2.8 lens for the photograph. After taking a number of photos of the witches as they gathered under a couple of colorful maple trees, I asked them which direction they planned to head. After a few cackles, they pointed their bikes north. I ran down the street ahead of them and started shooting. Fortunately, they all managed to miss me as they flew by into the night.

Judge’s comments: “When I saw this one, “Witches on Bikes,” I knew it would be the winner. Excellent.”
**MNACalendar**

**November**
- 5 Deadline to complete the 2016 Rate & Data Survey
- 9 Montana Newspaper Foundation 2016 Internship Grant application opens
- 13 Deadline to submit articles for the November Press Pass
- 26-27 Thanksgiving - MNA office closed
- 30 Application deadline for the Montana Newspaper Foundation 2016 Internship Grants

**December**
- 8 Montana Newspaper Foundation 2016 Internship Grants awarded
- 11 Deadline to submit articles for the December Press Pass
- 14 2016 Better Newspaper Contest rules and instructions will be available
- 24 Christmas Eve - MNA office closed at noon
- 25 Christmas Day - MNA office closed

**January**
- 1 New Year’s Day - MNA office closed
- 6 2016 MNA Better Newspaper Contest opens for entries
- 18 Deadline to submit articles for the January Press Pass
- 22 MNA & MNAS Board of Directors’ meeting, Helena

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**How to access your newspaper digital archives**

MNA members have access to your digitally archived newspaper files for research, tear sheets and many other uses.

**Research Site Instructions:** In order to view your archive, you will need to register your account. Here are the easy steps to do that:

**Step 1:** Click the Link: http://mna.eclipping.org/mna/publish/
**Step 2:** Select a Password and confirm it. (MNA staff will not know your password, but can reset it if needed.)
**Step 3:** Fill in the name fields for your contact information.
**Step 4:** Once you create your account you will be automatically logged in.
**Step 5:** Site Quick Reference Guide: On the left you will see “ARCHIVE.”
**Step 6:** Click “View.” Here you will have an interface to view the most recent dates. In order to view/search the archive, at the end of the list you can choose «archive». Here you can view or search the archive data.

If you have questions on how to access your files, please contact
Jim Rickman, MNA Executive Director, at 443-2850 or jim@mtnewspapers.com

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**Employment Opportunity**

The Sidney Herald, a twice-weekly newspaper in eastern Montana, is looking for a full-time reporter to handle a wide variety of news coverage at our county seat newspaper. As well as writing and photography expertise, the ideal candidate will also have experience laying out pages with InDesign, knowledge of Photoshop and an understanding of social media. Knowing the oil and agriculture industries is beneficial. The Sidney Herald is part of Wick Communications, a family-owned business, that offers full benefits including health, dental, vacation and 401K. Send a cover letter, resume and at least three writing samples to editor Bill Vander Weele at editor@sidneyherald.com.
MEMBER PROFILE

DAVID McCUMBER
Editor, The Montana Standard

Personal Stats:
Born (year & place):
1952, Sidney, Nebraska

First newspaper job:
Sportswriter, the Scottsbluff Star-Herald

Family:
Married (wife Sarah Greene); children Dylan, 14, and Katy, 12

Education:
High school graduate; Defense Information School (USN), Distinguished Honor Graduate; Advanced Executive Program, Media Management Center/Kellogg School of Business, graduate; Hearst Management Institute, Class VII, graduate.

Community involvement and diversions:
I’m an enthusiastic fly-fisherman. I love to explore Montana, afoot and on horseback.

How did your career lead you to where you are now?
Well, as far as the journalism is concerned, I have about four decades in the business, having edited newspapers ranging in size from the Raton (N.M.) Daily Range to the Seattle Post-Intelligencer. I spent a total of 20 years of my career with Hearst, in two different chunks, including stints at the San Francisco Examiner, where I was Sunday editor, city editor and assistant managing editor; in Seattle at the P-I; in Connecticut, as editorial director for Hearst Connecticut Newspapers; and most recently as Hearst Newspapers’ D.C. bureau chief. I had a mid-career hiatus during which I lived in Bozeman and Livingston, started Big Sky Journal as its founding editor and publisher, and wrote several books, including The Cowboy Way: Seasons of a Montana Ranch. After leaving, I missed Montana every day for 16 years, and finally found my way home.

What’s the most important thing you learned along the way that prepared you for your current role?
It’s not just a platitude: Newspapers have a public trust and a responsibility to their readers. We are expected to provide the local news of the day – but also the deeper, harder-to-get stories. That’s true no matter how big or how small the newspaper is. There are no shortcuts. Investigative journalism and skilled storytelling are parts of the solution to what ails our business – not parts of the problem.

What aspect of the job do you find the most rewarding?
Coaching reporters, photographers and editors, and collaborating with them and with other department leaders to make a newspaper and website better. There’s nothing like a great story that provides us with the opportunity to excel – to tell it with visual and verbal impact, with scrupulous fairness and accuracy, in a way that will be long remembered.

What aspect of the job do you find the most challenging?
Always – allocating resources for maximal results. It’s every editor’s greatest challenge – to work within a budget even as you innovate on multiple platforms.

What have you done to enhance the brand of your newspaper in your area?
We are working in many areas to do this. One way is to better reflect the communities we serve by finding more community voices – particularly those with passions in key coverage areas like food, health, participatory sport, outdoors, and, in our case, Butte history. We are hard at work recruiting those people to improve the local texture of our content. Another key way is by hiring two outstanding young reporters to work for Lee Montana newspapers statewide. Jayme Fraser and Holly Michels will cover state government – but as much from the perspective of those being governed as from the perspective of those doing the governing. That means they will be out on the road across Montana much–if not most–of the time, getting stories it’s impossible to report the same way on from an office in Helena. We’re extremely excited about this model. Jayme’s emphasis is in investigative and data reporting. Holly, well-known to many in MNA, will be focusing more on narrative journalism. Together, they have deep Montana news savvy, great digital chops, and equally strong reporting instincts and skills.

What is your digital strategy right now?
Diversity of content. The digital and print audiences overlap, but they are not the same. We need to find great digital-only content that enhances what we do in print – particularly video, photo galleries, user-generated content and blogs. We need to be able to deliver what readers want on each platform – the print edition, the e-edition, core digital, and mobile.

Continued on Page 4
What is your print strategy right now?

Quality of local content. We need to engage our readership by being as utterly indispensable as we can be in print — that means thoroughness, agility, and quality. And it means finding new approaches to storytelling. An example is a series of 20 local prep and college sports spades we’ve been wrapping the paper with a couple of times a week this fall. They include dramatic full-page portraits of star players and historical information about the successes of each program. After we ran the first example, the entire series was purchased on a sponsorship basis by Montana Tech.

How does the MNA serve you and your newspaper?

We are pleased that MNA has been active in state FOIA issues, and also has become a communications bridge between the state’s newspapers, facilitating problem-solving and bringing us all closer together.

No Free Lunches:
There’s an MBA writing a column in the IR. True Story.
September 24, 2015 – Landon Hemsley, for Helena Independent Record

Writing a regular newspaper column is something that, had you asked me five years ago, I never thought I would be doing.

Heck, if you asked me even a year ago if I’d be writing a column for a newspaper — a political column no less — I would have thought you were drop-dead crazy. But that’s life; it has a knack for throwing some crazy curve balls. In many ways, the presence of this column in today’s newspaper is something of a result of those curve balls.

I am a trained journalist, but realized long ago that unless I wanted to raise a family on rice and beans — rice and beans happens to be one of my favorite meals, though it definitely isn’t my family’s favorite — I needed to be able to offer more than the ability to put words on paper. So, I got training in computer programming, database management and business. I ended up getting an MBA, and someday aspire to work in media management.

How many MBA’s have you heard of that write regular columns for newspapers? There aren’t many.

Furthermore, I would have thought that someone far more eloquent and confident than I would be willing to write this. I’m sure someone else could do it far better than I could.

But since I’m here now, you and I might as well get acquainted with each other. So, in the first installment of what I hope becomes a very long relationship, here are four promises I make that should be indicative of what you can expect from this column in the future.

I will never resort to name-calling. All of us — white, native, gay, straight, black, purple, poor, red, rich, ugly, saintly, criminal, born, unborn and beautiful — are human beings, and I promise that I won’t attempt to make anyone appear as less than that. If anything, those who won’t accept the truth for what it is are far more misguided than absolutely wrong.

I will emphasize the virtue of personal responsibility. I firmly believe, especially when it comes to the American public’s relationship with its government, no one is a victim of circumstance, and everyone holds the power to improve his life without a politician’s help, even if it’s hard.

I will emphasize the value of fiscal responsibility. (I can see your eyes rolling now, my liberal friends. Hang with me.) No one in this world can survive for long without recognizing one simple, singular, immutable truth: There’s no such thing as a free lunch. I may be one of the few MBA’s within 1,000 miles to write an opinion column, but you can expect me to use that education to bring a cold shower of economic reality every now and again.

Finally, you can expect me to write an apolitical column on occasion. There are many important things in this world that need perspective, and not all of them can be viewed with a partisan lens. Besides, let’s be honest. Most of us hate politics.

And so, let’s walk this road together. I look forward to the journey.
Community paper model sees success in changing media landscape

By Joseph T. O’Connor, Explore Big Sky managing editor

BIG SKY – From the late 1800s through 1958, throngs of Bostonians flocked each morning and evening to a two-block area in the heart of the city. They wanted the news.

Home to as many as 17 publishers at one time, Newspaper Row, as was called the Washington Street span from State and Water streets, drew crowds for everything from presidential election coverage to the 1912 sinking of the Titanic. Publishers hung large chalkboards displaying breaking news of the day, and at one point the Boston Post had 1 million subscribers.

The Boston Globe was the last paper to abandon the Row in 1958. Now, replacing the lost Row, are thousands of online publications, blogs, rants and raves of every shape. And downloading The Globe app is as easy as the flick of a thumb.

The media landscape is in flux nationwide, experiencing success in certain models and among differing readership demographics. Across other platforms, the word “success” has been struck-through with the dreaded red ink of the editor’s pen.

Yet the community newspaper model is seeing healthy growth, standing strong atop local and regional coverage, and replete with voices of their respective constituencies.

While newspapers with daily circulations between 100,000 and 250,000 saw a decrease of nearly 22 percent in newsroom employees in 2014, according to the American Society of News Editors’ annual census released in late July, small, community newspapers are thriving.

The report indicated papers with circulations under 5,000 experienced a nearly 16 percent increase in the number of employees.

Enter the Explore Big Sky newspaper, Outlaw Partners’ biweekly publication. Covering local and regional news, events and culture, EBS, as of Sept. 3, is the only newspaper in Big Sky and, as EBS Media and Events Director Ersin Ozer says, is on the upward swing.

“You look at that stat and, the way I see it, people are leaving these larger newsrooms and moving to smaller, community-driven papers,” said Ozer, pointing to the ease of communication in a smaller office setting. “We’re so cohesive here and it’s easier for us to jive.”

Ozer, who also handles the majority of EBS distribution, sees the model as a way to put the publication in front of specific readers and advertisers.

“It’s easy to get people excited about [EBS],” Ozer said. “I can walk into a coffee shop and tell them, ‘Here’s the story you want to read.’ And right then they’re opening it.”

E.J. Daws, sales director for EBS, says the publication’s success is also based on consistency and the advantage of a two-week exposure to readers. “From a sales standpoint, we see consistency, but also consistent growth,” Daws said. “Because EBS doesn’t look like a traditional newspaper, that’s one of its biggest strengths. It allows for readers [to take] a deeper dive into content.”

That content has carried the paper since the early 1980s, a testament to the commitment the EBS staff has for the community, the news and the in-depth stories that shape the region, says EBS Senior Editor Tyler Allen.

“The two-week cycle of EBS offers our editorial team and contributors the opportunity to delve deep into subjects that affect our community and craft thoughtful stories that have a longer shelf life,” said Allen, who’s been on staff at the paper for three years, and contributed freelance stories beforehand.

“We’re going to continue to grow in order to serve the needs of the Big Sky community,” he added, “and report on the important issues facing southwest Montana.”

In the face of a diverse national media model, EBS remains committed to the same model of journalistic ethics, timely and appropriate coverage, and community dedication that drew crowds of business owners, lawyers, restaurateurs, and construction workers to Newspaper Row in the early 20th century.

The news unites us, and it’s here to stay.
This reporter is now shielded; watch out!

By Phil Drake, Great Falls Tribune

ZOLNIKOV LAW: Last week I wrote a story about new laws that kicked in Oct. 1. There was a hefty list of 165 laws that I tried to glean down to the best, or, at least, what interested me.

The day after my story was posted, I received an email from Rep. Daniel Zolnikov, R-Billings, about a first in the nation reporter’s privilege shield law that went into effect Oct. 1, in Montana, of all places.

So I called Zolnikov for two reasons: one, to thank him, and two, to find out more about this law. And there’s actually a third reason: I just like saying the name “Zolnikov.”

House Bill 270, according to Zolnikov, 28, protects journalists’ electronic communications held by third parties from government intrusion. And, he says, “it closes a loophole in Montana’s “shield law” by banning government entities from obtaining journalists’ confidential sources through communications providers.”

He said if a whistle blower sends me an email that sparks a government investigation into the leak, it protects the email. Government cannot force Google, Facebook or others to turn over information.

Zolnikov said he is passionate about Bill of Rights laws and has journalist friends (I think that’s an oxymoron).

The bill has the endorsement of the Montana Newspaper Association. “The new law protecting journalists’ sources on third-party servers addresses the reality of the digital age we live in,” the MNA’s executive director, Jim Rickman, tells me.

October 23, 2015
As we celebrate the 75th anniversary of National Newspaper Week, we thought it would be appropriate to reflect on the role of the Daily Inter Lake in our community.

As the editorial cartoon on this page suggests, the strength of the newspaper is its ability to respond to the needs of the community in many ways. Of course, we are there, day by day and week by week, collecting information that you might otherwise never hear about — what happens at a city council meeting; how a policy change in Washington, D.C., will affect your access to the Flathead National Forest; who got arrested, and why.

And we serve you in numerous other ways as well, both seen and unseen. As a community leader, we play a role in numerous organizations and causes by making donations of time and money. We also work as your advocate to ensure efficient, transparent, wise governance at the state, local and national levels.

In our partnership with our readers, we also work to provide a window on the community in our daily pages. Telling the story of you and your loved ones’ lives from birth to schooling to college or military service and on to the workplace, that is exactly what a community newspaper is.

But you also get much more than that. A majority of people in Flathead County use Daily Inter Lake advertising to help them make purchases. We didn’t just guess about that. It is information that we gleaned from an independent third-party survey.

Readers also use the legal notices, classified advertising and weather page for additional vital information, and they use the comics page, crossword puzzle and sudoku for entertainment.

Of course, we are changing with the times, too. Today’s daily newspaper is not just a collection of pages that can be clipped and posted on the refrigerator. It is also stories, videos and photos that can be posted to Twitter, Facebook, Pinterest and, of course, our website at www.dailyinterlake.com. Changing technology has changed our delivery method, but not our mission.

National Newspaper Week continues from today until Oct. 11. When you are reading the Daily Inter Lake or any of our other local newspapers such as the Hungry Horse News, Whitefish Pilot, Bigfork Eagle or Lake County Leader, please know that we are proud to serve you. We’ve been serving northwest Montana since 1889, and contrary to what you may hear from naysayers, we expect to be here a long time to come.
In Memorium

Roger Wayne Clawson

Roger Wayne Clawson was born in Hardin on Aug. 6, 1942, the seventh child of Clara and Harry Clawson. Roger passed away on Oct. 4, 2015, at age 73, of multi-organ failure. He grew up in Custer, graduating from Custer High in 1960. Roger was a National Merit Scholar and attended the University of Montana and Eastern Montana College and graduated from Northern State University (Aberdeen, S.D.) with a Bachelor of Arts in English and a teaching certificate.

But Roger’s true love were words. He learned to read at the age of four and loved books all his life. His first reporting job was with the Rock Springs, Wyo., Rocket Miner. He owned a weekly paper in Bridger with his friend, Gary Svee. He also worked as a journalist in Albuquerque, N.M., and Peoria, Ill. Roger joined The Billings Gazette in the early 1970s. He eventually wrote two columns a week and became city editor.

Roger relished the controversy he sometimes caused. Both his address and phone number were public knowledge. When he wrote against the wholesale killing of coyotes, an irate sheep rancher left a dead lamb on his doorstep.

Less controversial and loved by his readers were his tales about the Old Poacher, his father, Harry Clawson. Beaver, antelope, deer, prairie chickens, all appeared on the family table.

Roger and friend, Gary Svee, won the prestigious Alicia Patterson Award in Journalism for their coverage of coal development in eastern Montana. Roger wrote a weekly column for the Billings Outpost until shortly before his death.

After leaving the Gazette, Roger formed his own publishing company, The Prose Works. With watercolorist Bernadine Fox, he produced a history of Pompeys Pillar, as well as “Yellowstone Reflections,” an illustrated essay on canoeing the Yellowstone River. He also wrote a high school textbook of Montana history, illustrated by John Potter. Schools all over Montana used the book, which had two printings.

God gave Roger itchy feet. After high school, he spent time in France, where he ran out of francs in Marseille. One of his aunts wired him the money to get home. He later made many trips to Mexico and Central America, canoed the Amazon, climbed the Andes to Machu Picchu, sailed to the Galapagos Islands and explored the Arctic. He was also an avid birder. Roger was also a 31-year member of Alcoholics Anonymous. He helped many other people in sobriety.

Roger was adopted into the Crow tribe by Lorraine Real Bird Moccasin and named “Bachee Baahchiilash,” A Man of Good Fortune in English. Roger was a member of the Whistling Water Clan and a Newly Made Lodge kid.

Carol Kennedy

Carol Lynn Pollock Kennedy, 57, of Columbia Falls, died in a car accident Sept. 28, 2015, in southwestern Montana.

She was born July 3, 1958, in Chico, Calif., to Robert and Corinne Pollock. She grew up and attended schools with her three brothers in Douglas, Worland and Casper, Wyo. Carol graduated from high school in Cody, Wyo., where she began a successful sales career, first in the livestock industry and then in newspaper advertising.

She met Brian Kennedy at a newspaper conference in Cody in 1981. At the time, he was editor/publisher of the Hungry Horse News in Columbia Falls. They were married in Cody on April 10, 1982.

Carol was co-publisher of the Hungry Horse News until 1999 when the business was sold. Her work was a major reason for the newspaper’s success as she tirelessly directed its advertising sales program for many years. She always was the newspaper’s biggest booster in the HHN building and local community.

Her children were the highlight of Carol’s life and she proudly cheered on Jim, Justin and Tia in their many sports and music pursuits throughout their school and college years. She cherished family get-togethers with them around campfires, holiday reunions and sporting events of all kinds.

She enjoyed skiing, hiking, camping and loved her flower gardens. Boating at Hungry Horse Reservoir was a favorite. An enthusiastic runner, she ran the North Fork Gauntlet, Summit Classic in Kalispell and Bloomsday in Spokane, Wash. numerous times. She once finished second in her age group in the annual August race up the Danny On Trail to the top of Big Mountain.

Horses always were a big part of her life, beginning as a teenager with barrel racing and continuing for years on trails near her rural Columbia Falls home. She rode in the week-long Montana Centennial Cattle Drive from Roundup to Billings in 1989.

Animals and pets of all sizes loved her gentle touch, but there was a special place in her heart for her beloved boxer Layla.

After her marriage ended in 2011, she continued living in Columbia Falls and celebrated her first grandchild when Safia was born to Jim and Nikko in 2012.

Carol’s family and many friends will miss her smile, her spirit and the sincere warmth she showed everyone.

-30-
Why newspapers are important during election season
By Catherine Payne, NAA content producer

If the election merry-go-round makes your head spin, you can rely on your newspaper to help you keep things straight.

For decades, newspapers have gathered and analyzed information for voters at the local, state and federal levels. As elections and news consumption habits have changed, newspapers’ strategies for engaging voters have evolved.

Here are three ways that newspapers play a key role in election seasons:

1. Newspapers are part of the political conversation.
   The tradition of newspaper endorsements is more than a century old. While some newspapers have never endorsed a political candidate as a matter of policy or stopped doing so, many continue the tradition.
   To engage voters online and on social media, newspapers create interactive products, from a primary calendar to “debate bingo.” An example of an innovative project is the 2016 USA Today/Facebook Candidate Barometer. It maps conversations about the presidential candidates by showing total Facebook activity, such as likes, shares and mentions.
   In addition, newspapers are involved in events where candidates speak directly to voters. The Des Moines Register held its Political Soapbox last month at the Iowa State Fair. (Burgers were not the only things grilled! Activists confronted presidential hopefuls with pointed questions.)

2. Newspapers use fact-checking journalism.
   Newspapers fact-check claims made by candidates and their opponents throughout campaigns. The Washington Post fact-checked the Republican presidential debate Wednesday on CNN. The Washington Post Fact Checker posted a roundup of facts in the debate and tweeted cards that showed Pinocchio ratings for statements.
   A study found that most Americans appreciate fact-checking, which helps them better understand issues. More than eight in 10 Americans have a favorable view of political fact-checking, according to the study conducted for the American Press Institute and released in April.

3. Newspapers reach the most active voters.
   Persistent voters tend to be newspaper readers, research suggests. Of those who always vote in local elections, 27 percent are more likely to read the daily newspaper than the typical adult, according to research from Nielsen Scarborough released this year. Also in that group, seven in 10 read newspaper media in print, online or on mobile devices in a typical week, and nearly eight in 10 contribute money to political organizations.

   Whether you are an active or occasional voter, you can turn to your newspaper for balanced and informative coverage on candidates and their answers (or antics).

Saying: “I don’t need newspapers; I get my news from the Internet.” is the same as saying “I know, right? And I don’t need farmers; ‘cause I get my food at the supermarket.” #newspaperstrive
SIZE UP THE OPPORTUNITIES

In response to the comment often heard that "a 2x2 ad is too small for the ad copy and 2x4 is too large for the budget," the advertising board has approved a new ad size for the Statewide Display Advertising Program (SDAP)... 2 columns x 3" at a rate of $609 with a frequency discount of $45 given for orders of six or more insertions ($564). As with all statewide advertising, newspapers selling the ad keep 50%! This new size offers sales teams a tool to upsell, while providing greater value for clients whose messages and graphics are larger than the 2x2 space. The 2x3 size and rate is effective November 1. Statewide DISPLAY advertising is still capped at 32 column inches per week.

Upcoming campaigns...are you ready?

The 2015 holiday season is quickly approaching, with expected retail sales to increase 3.7% this year, according to the National Retail Federation. Advertisers from all sectors are gearing up. Please prepare your advertising teams for upcoming campaigns. Review processes are in place to provide outstanding advertising services and results. MNA relies on the digital archive for pulling digital tearsheets to include with client invoices. Your cooperation and assistance is greatly appreciated and may help to expedite payments. Also, please inform MNA of varied publication schedules due to holidays. Thanksgiving Day is 11/26 and both Christmas Day and New Year's Day fall on a Friday.

Annual Rate & Data Questionnaire

THANK YOU to those newspapers who have returned the 2015 questionnaires! Please be sure to complete the community and county distribution and household information (see example below). Your local post office may be of assistance as well as online resources www.zip-codes.com and www.quickfacts.census.gov/gfd/states. Contact Kev Campbell for assistance, 406-443-2850 or campbell@mtnewspapers.com.

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Speaking of maximizing space, please consider running house ads in those weeks that do not "sell out" and space is available in your respective newspapers. House ads are available that promote the statewide advertising programs, Montana News Tracker news monitoring and digital clipping service and newspapers in general. Feel free to customize with your newspaper's contact information.
Publishers optimistic

Cribb, Greene & Cope Publisher Confidence Survey Fall 2015

Responses to the Fall 2015 Publisher Confidence Survey indicate publishers continue to be encouraged about the short term future, but are still wary in some areas. One hundred and thirty-seven newspaper publishers/executives completed the survey, with 60% of respondents owning daily and weekly newspapers and 40% owning primarily weekly publications. More respondents than ever indicated they would buy a newspaper currently (63%), and more might—or would recommend their children—seek a newspaper career (75%).

Significant is that 40% of publishers think that their local economy is improving, which is down from 50% in 2014. Interestingly, the publishers who think their local economy is declining stayed the same as last year at 11%, with more feeling the economy is staying the same (49%). Publishers who feel their profit will be up next year declined somewhat from 51% in 2014 to 48% this year, with 38% of publishers estimating their profits will be about the same as the previous year.

Publishers were not as optimistic that ad revenues will increase next year, with 39% saying they will be up, compared to 52% saying the same in 2014. More publishers would buy a newspaper, compared to any time in the survey history, with 63% saying they would make a newspaper purchase.

A new question in the 2015 survey asked what publishers are working toward in digital advertising revenue as a percentage of total advertising. The “zero to 10%” category was most dominant at 55%, followed by 39% in the “10% to 20%”; 5% in “20% to 30%” and only 1% looking for more than 30% in digital advertising.

Our “litmus test” question, “Would you recommend the newspaper business as a career for your children?” shifted some who said “yes” last year to the “maybe” category, for a total “yes” or “maybe” in 2015 of 75%, compared to 73% in 2014. The people who would not recommend newspaper as a career dropped to 25%.

The overall results of the Fall 2015 Publisher Confidence Survey seem to indicate that publishers continue to be optimistic - but cautious - about future performance and the newspaper industry in general. We would like to thank all the publishers and executives who took time to respond to the survey.

Good news!
The MNA Facebook page has been recently updated. Please visit our page www.facebook.com/mtnewspapers to like us so that we can be connected. Follow us daily for membership information, event updates, highlights and links to shared content. As a reminder, the MNA Annual Convention will feature the educational session “Facebook for Newspapers.”