Friends and family console Takara Juntunen during a candlelight vigil days after her son, Forrest Groshelle, died of perienteritis. An autopsy revealed Groshelle had been hit multiple times in the abdomen, causing a laceration of the small intestine that slowly poisoned the boy. Juntunen’s boyfriend at the time, Brandon Newberry, told law enforcement that in the days before Groshelle’s death he had been “roughhousing” with the child. After pleading not guilty to charges of deliberate homicide, Newberry was eventually sentenced to 40 years at the Montana State Prison. Two months after Newberry was sentenced, Juntunen was arrested and pleaded not guilty to charges of negligent homicide and criminal possession of drugs. If convicted, Juntunen could face up to 25 years in prison and $100,000 in fines.

News of the boy’s death shocked our community. Groshelle’s grandfather, Jeremy Juntunen, and other family friends invited reporter Justin Franz and I to the vigil. In the moments leading up to this image, the group of 100 or more friends and family gathered and simultaneously released balloons. Takara collapsed on the ground into her father Jeremy’s arms. As she rose to her feet, a group of friends gathered to console her, and I made this image.

Camera: Canon 5D MkIII
Lens: 24-70mm at 63mm
ISO: 6400
Aperture: 2.8
Shutter: 1/40

Judge’s Comments: Amazing moment. Technically and compositionally phenomenal.
MNA Calendar

September
30 Member Educational Opportunity: Online Media Campus: InDesign Efficiencies
   Register at http://www.onlinemediacampus.com/webinars/

October
1 Deadline to file USPS Statement of Ownership, Management & Circulation Form 3526
6 MNA 2017 annual rate & data survey Q & A open house for members. 2:00 pm. Watch for a link prior to the session.
   Call Kev Campbell for details at 443-2850.
6 Member Educational Opportunity: Online Media Campus: Election Coverage: Are You Ready?
   Register at http://www.onlinemediacampus.com/webinars/
13 Member Educational Opportunity: Online Media Campus: Tools for Live Reporting
   Register at http://www.onlinemediacampus.com/webinars/
21 Deadline to submit articles for the October Press Pass
28 Member Educational Opportunity: Google News Day U of M J School, details to be emailed and posted on mtnewspapers.com

November
1 Deadline to return your MNA 2017 annual rate & data survey
8 General election
7 Montana Newspaper Foundation 2017 Internship Grant opens for applications
11 Deadline to submit articles for November Press Pass
24 - 25 MNA office closed for the Thanksgiving holiday

December
9 Deadline to submit articles for the December Press Pass
26 MNA office closed for the Christmas holiday

January
2 MNA office closed for the New Year holiday
4 2017 Montana Legislative Session begins. Covering the Legislature: A Reporter’s Guide:
   http://leg.mt.gov/css/Publications/News%20Releases/covering%20legislature.asp
MEMBER PROFILE

LINDSEY ERIN KROSKOB
Publisher / Managing Editor, Big Timber Pioneer

BORN, YEAR & PLACE:
1987, Colorado Springs, Colorado

FAMILY:
Tucker, a 7-year-old adorable Brittany spaniel, and adopted Big Timber family Linda and Lee Brunckhorst

EDUCATION:
University of Wyoming

FIRST NEWSPAPER JOB:
My first newspaper job was as an intern for the Wyoming Tribune Eagle in Cheyenne, Wyoming. After a week, I was hired as a general assignment reporter and continued to work for my mentors, Brian Martin and D. Reed Eckhardt, throughout my college career. They gave me all the opportunities in the world, and I’m forever grateful that they took a chance on an over-zealous young journalism fanatic.

COMMUNITY INVOLVEMENT AND DIVERSIONS:
I am an active member of the Big Timber Volunteer Fire Department, served on the Two Rivers Gallery Board and volunteer at the Big Timber Community Food Bank. Time spent on the river is never wasted – fly fishing, floating; I love it all. Reading is king all year round.

HOW DID YOUR CAREER LEAD YOU TO WHERE YOU ARE NOW?
After working as a crime reporter for several years at the Wyoming Tribune Eagle, I sought a change of pace and was lucky enough to find the Big Timber Pioneer. I started as a reporter and returned after a brief hiatus as a Big Timber Volunteer Fire Department administrator to take the reigns of this gem of a newspaper.

WHAT’S THE MOST IMPORTANT THING YOU LEARNED ALONG THE WAY THAT PREPARED YOU FOR YOUR CURRENT ROLE?
AP style. Ha. The most important thing I learned was that you always have to take care of your people and allow them to be human. In journalism, we’re asked to separate ourselves completely from what we cover, but there are many times that those buried emotions end up at home, especially in crime and breaking news, with no real outlet for release. I also recognized very quickly that we don’t get into this business for the money, so there have to be rewards beyond a front-page byline.

These lessons taught me how to be a strong leader in the newsroom and beyond. Everyone at the Big Timber Pioneer rides for our brand, but we also support each other personally. To me, that’s invaluable.

WHAT ASPECT OF THE JOB DO YOU FIND THE MOST REWARDING?
Working with my team at the Big Timber Pioneer is a very unique experience. Nowhere else have I found a community so in love with its weekly paper. I dang near have to beg them to give constructive criticism, which is a trusting relationship built through the hard work of Al Knauber. Secondly, we love the product we provide the community, never forgoing quality for comfort or ease.

We can add “paperboy” to my job title as well, and there’s nothing more heartwarming than to have people waiting at the newsstands for the paper to arrive. The grocery store woman always shouts, “It’s newspaper day!” I get at least three 7 a.m. phone calls if I forget to upload the e-edition.

They’re as excited about what we do as we are. It’s that relationship I find most rewarding.

WHAT ASPECT OF THE JOB DO YOU FIND THE MOST CHALLENGING?
Because we are so passionate about the Big Timber Pioneer and the community, it’s sometimes a struggle to say “no.” With a staff of four, we simply cannot be everywhere. It took some time to engage the community and empower its members to take the initiative if, for some reason, we aren’t there to cover an event.

There’s also a balance between being a community “newsletter” and a newspaper. Al Knauber set us up for success with his no-nonsense journalism, which is what they continue to expect.

Fortunately, we’re able to preserve that focus with strong features mixed in.

WHAT HAVE YOU DONE TO ENHANCE THE BRAND OF YOUR NEWSPAPER IN YOUR AREA?
We’ve done so many exciting things, I’m not sure where to start.

First, we kicked off a yearlong monthly series in January telling the stories of how 12 community members fell in love with Sweet Grass County. It’s been a great way to attract people who aren’t typically in the newspaper or who wouldn’t normally agree to be featured.
Profile  Continued from Page 3

In March, I launched the Pioneer’s first Newspapers in Education project featuring the local eighth grade class. The students “took over” the March 10 edition, designed all the ads and wrote all the stories. Their work was astounding — and garnered the attention of Congressman Steve Daines, who honored them, and me, as the “Montanan of the Week.” We also donated a portion of the advertising proceeds back to the class for new Chromebooks, which made it an unbelievably easy sell.

The students also asked me to keynote their eighth grade graduation. Despite a terrible fear of public speaking, it was the greatest honor of my career so far.

Our First Responders special section is my pride and joy. It started in 2014 and we revamped it this year to a full-glossy magazine. Again, a portion of the advertising proceeds went back to the emergency service agencies, which I believe shows our commitment to this community. It’s a standout publication that readers keep around their homes all year.

WHAT IS YOUR DIGITAL STRATEGY RIGHT NOW?

My digital strategy is focused on driving traffic back to our bread and butter. I am staunchly against giving anything away for free, particularly when readers can get all the junk they want on the internet. They’re overloaded with it. I want the Pioneer to be a breath of fresh air, a relic of integrity.

My digital strategy is integrally linked to my print strategy of giving readers what they absolutely cannot get anywhere else. We push the e-edition strongly for its immediacy and convenience, and tease them with the start of stories on the website. I have yet to hear a complaint, so I guess it’s working.

As far as advertising, and despite my curmudgeon-like outlook about the internet, we’re in the process of starting an online ad sales campaign. To support the website, every single social media post (minimum of three per day) pushes readers either to the online story, the e-edition or the print edition.

WHAT IS YOUR PRINT STRATEGY RIGHT NOW?

As previously mentioned, we pride ourselves in giving readers what they cannot get anywhere else. Our owner, John Sullivan, calls that our franchise. I take it to heart. The vast majority of our content is produced in-house, and that’s a charge we all take very seriously.

We also love to learn and use strong photography and creative design to draw our readers in. Every page is as important as the front, because the Pioneer stays on kitchen tables all week long.

HOW DOES THE MNA SERVE YOU AND YOUR NEWSPAPER?

MNA has been a great resource for the Pioneer. We recently took on the local hospital regarding an illegal secret meeting and a push to close future meetings, despite the more than $400,000 they receive from local taxpayers each year. We could not have done it without Mike Meloy.

We also love to participate in the Better Newspaper Contest and had great success in recent years. This is another way to honor everyone in this office who works hard all year long — $5 per entry is a great investment in that respect, even if a first place plaque never makes it to the wall.

Free Trial!

Finding the news you need.

MONTANA NEWS TRACKER

Save time. Get better results. Delivered to your inbox.

campbell@mtnewspapers.com | montananewstracker.com
2016-2017 MNA Rate and Data Questionnaire

“The annual MNA Rate and Data Questionnaire is the ultimate tool for MNA to use to represent its member newspapers’ advertising services accurately and in a timely fashion.”

With 83 newspapers come hundreds of different column sizes and space, dozens of rates for black and white advertising, and even more for color. Add in various page sizes, deadlines and contacts, and it makes for a very robust advertising force! The annual MNA Rate and Data Questionnaire is the ultimate tool to for MNA to represent its members’ newspaper advertising services accurately and in a timely fashion. Our policy is to provide clients and advertisers with quotes within 24 hours or less. In addition, we strive to up-sell and offer additional markets beyond the client’s initial request, as often clients are unaware of all the markets that may meet their needs. In order to fulfill this promise to clients and to maximize each and every potential advertising buy for member newspapers, rate and specific information is needed and must be readily available. Time is of the essence and having needed rate and data could potentially make or break a sale! Please take a few moments to go through the MNA Rate & Data Questionnaire with your newspaper’s staff. Complete and return to MNA not later than November 1, 2016. We understand rates change, contacts change and other items will change at any given time during the year, and maybe more than once. That’s to be expected...however, we do need to have a complete snapshot of all our members’ information at least once a year and we do that through the annual collection of rate and data. Thank you for your assistance with this BIG PICTURE piece of business. Please call Kev Campbell, (406) 443-2850, or email her at campbell@mtnewspapers.com for assistance. The questionnaire is available for members to access from the MNA website www.mtnewspapers.com.

MNA Q&A

Now that football season has arrived, do I need to be concerned with any special restrictions on advertising that carries NFL and NCAA team names or logos?

Remember that the NCAA and NFL own the rights to team names, conferences, logos and more.

NCAA Advertising: National Collegiate Athletic Association, NCAA, NCAA Foundation, ncaabasketball.net, Final Four, and March Madness are among those trademarks owned, registered or licensed by the NCAA. There may be no use of NCAA trademarks or the trademarks of NCAA member institutions and conferences without the advance written consent of the owner.

The National Football League (NFL) under federal law retains the exclusive right to control the marketing of all NFL trademarks. These trademarks include the following: The phrases “Super Bowl,” “Super Sunday,” “National Football League,” “NFL,” and the NFL shield and all Super Bowl logos. Additionally, the NFL and the individual teams also own federally registered trademarks for the team names (e.g., “Jaguars” or “Buccaneers”), nicknames (e.g., “Jags” or “Bucs”) and uniform and helmet designs.

The NFL also owns the trademarks for “National Football Conference” and “NFC,” as well as “American Football Conference” and “AFC.” Without the express permission of the NFL, marketers and advertisers may not use these terms in their promotions.

Connect with MNA and member newspapers online at https://www.facebook.com/mtnewspapers/. Updates from the 131st Annual Convention in Whitefish will be posted, along with highlights from the Foundation fund-raiser and the Better Newspaper Contest Awards presentation.
Arlington, VA – The Newspaper Association of America has announced it has changed its name to News Media Alliance and launched a new website, www.newsmediaalliance.org. The announcement is the culmination of a larger strategic plan to highlight the news media industry’s evolution to multi-platform, digitally-savvy businesses and premium content providers.

The organization’s new focus better reflects the fully-integrated multi-platform media organizations that comprise its membership. The new website visually depicts this expansion of news media into digital and mobile formats, with a modern look and feel that incorporates imagery of what it means to be a news media organization today: communicating in real-time across multiple platforms. The site is also mobile-responsive to accommodate the increasing number of readers accessing the site on mobile devices.

News Media Alliance Vice President of Innovation Michael MaLoon says of the changes, “Our transformation efforts are designed to show the positive trajectory of the industry and to share the innovation and growth taking place, especially in the digital space. There are so many great things happening in our industry right now, and our job is to tell those stories.”

In addition, for the first time the organization is broadening its membership requirements to allow digital-first and digital-only news organizations publishing original content to become members. The association has a number of new tools and resources it will be making available to members in the coming months that reflect the digital focus of its membership, including:

1. ideaXchange, a new online community for News Media Alliance members launching this fall. Accessible through the new website, ideaXchange will provide a platform that will make sharing, brainstorming and learning from one another easier than ever.

2. metricsXchange, a new digital benchmarking tool exclusively for members. This dashboard will allow comparisons between markets and publications, providing new insights into the news media industry’s digital business efforts. The Alliance will also provide analyses and highlight newsworthy trends mined from the tool.

3. mediaXchange, the News Media Alliance’s major annual event, will take a reimagined approach. Taking place in New Orleans in 2017, the event will focus on the future of the news media industry. The Alliance will hold other events for members designed to share information and foster innovation.

As the industry has expanded to reach audiences on digital, social and mobile formats, the association’s approximately 2,000 news organization members have become increasingly optimistic about the future of the industry.

“The news media industry should be optimistic. All evidence shows that people of all ages want and consume more news than ever,” states News Media Alliance President and CEO David Chavern. “We need to focus on new ways to address the needs of audience and advertisers. Advertising on news media digital and print platforms continues to be one of the most effective ways for advertisers to reach important audiences. Publishers are working to adapt advertising across all platforms, make ads less intrusive and increase consumer engagement.”

The News Media Alliance will continually evolve to ensure resources are available to members that facilitate growth and revenue diversification. Chavern doesn’t see the challenges as insurmountable. “All industries periodically face disruptive market and technology changes, and like many others before us, I believe we will come out of it stronger.”

For more information visit www.newsmediaalliance.org.
The Greater Montana Foundation is now offering new 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 new grant program was announced at a GMF-sponsored seminar on Jobs, Business and the Economy held at the University of Montana. It was taught by School of Business Administration and School of Journalism faculty, as well as practitioners from media and business.

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

Dr. Whitsitt said that GMF partners with all types of media organizations, with emphasis on commercial and non-commercial broadcasters, as well as independent producers and organizations, in a competitive grants process.

The grant awards include documentaries, political debates, topical news and public affairs programming, videos and webinars. GMF also 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.
Thank you, Kev Campbell

Kev Campbell is leaving the Montana Newspaper Association on October 7, but has graciously agreed to continue her support as we hire a Business Development Director. I am very grateful for the very positive contributions Kev has made to the growth of our association and foundation.

Thank you, Kev!
Jim Rickman
Executive Director

Montana

**Business Development Director**

The Montana Newspaper Association, celebrating its 131st year of representing the Montana newspaper industry, is recruiting a Business Development Director. This key position is responsible for the marketing and development of print and digital advertising programs with regional and national business clients, and works with our association members to expand Montana advertising programs and services. Other responsibilities include membership growth and coordinating our foundation fundraising activities. We are looking for an individual well-versed in marketing, with the ability to build long-term business relationships with our members and clients. Candidates must have strong innovative, communication and organizational skills. We offer base compensation of $58,000, plus commission, bonus and work schedule flexibility.

Please visit our website: mtnewspapers.com.

Please email a cover letter and resume to:
Jim Rickman
Executive Director
jim@mtnewspapers.com
(406) 443-2850

MNA Statewide Advertising Program

**UPDATE**

**New DISPLAY size and rates effective NOVEMBER 1st.**

The MNA Advertising Board recently approved a new size of 2 col x 5” which will replace the 2 col x 6” SDAP. **In addition, new pricing** for 2 X 4 and 2 X 5 DISPLAY ads was approved:

\[
\begin{align*}
2 x 2 (4”) &= $406 \\
2 X 3 (6”) &= $609 \\
2 X 4 (8”) &= $890 \\
2 X 5 (10”) &= $1,250
\end{align*}
\]

All orders already placed or promised will be honored at the current sizes and rates, however, newspapers should start promoting and using the new schedule for any ad orders after November 1st.

Statewide **DIGITAL** advertising continues to grow in audience and traffic with 83% of all page views coming from visitors who clicked on the icon/link on a member newspaper’s website. MNA will continue to analyze traffic and report to the board who will evaluate the next phase of bundling print and digital statewide ads.

If you haven’t already, please place the STATEWIDE ADVERTISING icon/link on your homepage. For assistance, please contact MNA at 406.443.2850.
For sports, Montana’s very long streets all lead to 406mtsports.com

By Jeff Welsch, Billings Gazette

Montana, it has been said, is “just a small town with very long streets.”

It is a vast intimate community unto itself where residents puff out their collective chests when a Brock Osweiler or a Tejay Van Garderen or a Christina Aragon or a cherubic collection of 12-year-old Little Leaguers from Billings makes good on the national or international stage.

What happens on the gridiron in Ekalaka matters in the cafes of Thompson Falls, Harlem and West Yellowstone. When there’s heartache on the hardwood in Saco there’s empathy in the groceries of Stevensville, Absarokee and Eureka. When there’s joy on the cinders in Colstrip there’s salutation in the post offices of Chinook, Cut Bank and Big Timber.

The inspiring story of a cancer-survivor football star from the far eastern Montana outpost of Baker elicits cheers and tears from A (Alder) to Z (Zortman).

That’s just the way it is in the 406.

And that’s why the four daily Lee Enterprises newspapers in Montana — The Billings Gazette, Missoulian, Helena Independent Record and Butte’s Montana Standard — are embarking on an exciting statewide collaboration I like to call, simply, “The 406.”

Think of it as your Montana Sports Superstore.

In The 406, we cover the Cats and Griz. We cover Montana State Billings and every Montana school in the Frontier Conference. And of course we cover the state’s far-flung high schools, broken down by sport and by class.

Under “Extra” on our new website, our combined statewide footprint allows us to cover Pioneer League baseball, American Legion baseball and rodeo. We also offer Where Are They Now features that catch up with some of Montana’s most famous athletes of yore and a “Your Sports” catch-all for everything else — ball not required.

And starting with Friday’s season openers, we’ll be the place to come for all your up-to-the-final-gun high school football scores from the mountains and river valleys of the west to the plains and coulees of the east.

All while each paper continues to provide the local print and online content you expect.

I could go on, but … come see for yourself at www.406mtsports.com. Then slide over to “like” us on our new 406 Facebook page and “follow” us on Twitter at twitter.com/406mtsports.

We’ve been building to this moment for more than a year, since The Gazette moved veteran Billings sports reporter Greg Rachac to Bozeman to cover Montana State athletics.

It was, in effect, a two-for-one, given that our presence in the Gallatin Valley has enabled The Gazette, Standard and Independent Record to provide readers not only with unprecedented coverage of the Cats but also the Missoulian’s historically exceptional coverage of the University of Montana.

Previously, most of the Missoulian’s Griz content was left on the cutting-room floor in Billings, Helena and Butte for lack of balance with the Cats.

Now the Cats and Griz are side-by-side in The 406.

Similarly, The 406 opens a door to streamlining our once-fragmented coverage of the Frontier Conference — and the hundreds of former Montana high school stars who populate those rosters.

Even more appealing is what 406mtsports.com means for followers of the state’s high school sports scene.

Until now, you might have to click on as many as five or six websites on a given Friday night to get the complete Montana high school picture.

Now you’ll need just one.

And that doesn’t just mean the schools each of our papers covered when working in our pre-digital-age silos.

When we say the entire state, we mean it.

After all, when Brock Osweiler leads the Denver Broncos to a Sunday Night Football victory over New England, it isn’t just Kalispell that beams.

When Tejay Van Garderen pedals L’Alpe d’Huez in the Tour de France, it isn’t just Bozeman that applauds.

When Little Leaguers drive toward a World Series title, it isn’t just televisions in Billings that Montanans with puffed-out chests gather around.

That’s just the way it is in the 406 — and why for the Montana sports fan, 406mtsports.com is the perfect small town connecting all those very long streets.

Jeff Welsch is Lee Montana executive sports editor. Contact him at jwelsch@billingsgazette.com or 406-670-3849.
Independent Record city editor promoted to editor

Jesse Chaney, who was hired as the city editor for the Independent Record in May 2014, has been named the newspaper’s editor.

“I am excited for Jesse and the leadership, dedication and excitement he has provided and will continue to provide to our newsroom. He is a great asset and will serve our community well,” said Tyler Miller, regional publisher for the Independent Record and The Montana Standard.

Miller said Chaney will report to David McCumber, newly-named central Montana regional editor for Lee Enterprises, who also serves as editor of The Montana Standard in Butte.

“I’m pleased for Helena, for the IR as a whole and for the newsroom. Jesse Chaney is an outstanding journalist and he will provide the kind of editorial leadership that Montana’s capital deserves,” McCumber said. “It’s my pleasure to be working with him.”

“It’s humbling to know that I was selected from such a large candidate pool for this prestigious position, and I’m excited for the opportunity to play a bigger role in the direction of our news coverage,” Chaney said.

Chaney was the managing editor of two weekly newspapers in New Mexico, the Sangre de Cristo Chronicle in Angel Fire and the Raton Comet in Raton, before accepting the city editor position with the Independent Record.

He holds a bachelor’s degree in journalism from the University of Northern Colorado and a master’s degree in communications management from Webster University.

Kellyn Brown joins the MNA board of directors

The founding editor of the Flathead Beacon, Kellyn has spent the last several years covering crime, government and social issues as a writer and editor in the Rocky Mountain region. A Spokane, Wash., native, he earned an associate’s degree in photography from Northwest College in Wyoming before graduating from the University of Montana in 2002 with a bachelor’s degree in journalism. Upon graduation, he covered the North Dakota Legislature for the Associated Press. He was then hired as a crime reporter at the Bozeman Daily Chronicle and won two regional awards for investigative reporting. Kellyn was the city editor and a weekly columnist at the Chronicle before taking the job as editor in chief at the Flathead Beacon.

Now is the time to prepare for the 2017 Better Newspaper Contest

Our 2017 Better Newspaper Contest is only three months away. Now is the time to prepare by collecting and selecting your best work from 2016. Rules and some exciting new categories to be announced in early December. The contest will open on Tuesday, January 3, 2017.
Mullen family featured in Smithsonian Museum’s top community newspapers and their families

WASHINGTON—Leading community newspapers are featured in a new virtual exhibition by the Smithsonian National Postal Museum. The exhibition, “America’s Mailing Industry,” was launched in a reception at the museum Sept. 13.

The National Newspaper Association developed the story of newspapers for the exhibit, working in conjunction with the NNA Foundation and the Smithsonian staff. Curators interviewed key publishers during the March 2015 NNA Leadership Summit, and developed the stories of their newspapers and their use of the mail.

The exhibition can be found at http://postalmuseum.si.edu/americasmailingindustry/.

Other industries included are the direct mail, shipping, printing, software and nonprofit sectors, all of which rely upon the U.S. Postal Service and which collectively represent more than $1 trillion in economic activity each year.

Allen Kane, director of the museum, said, “America’s mailing industry is quite possibly the most successful government-private sector partnership in our nation’s history. We are excited to tell this story, as most people don’t even know the industry exists.”

The project will be expanded to include on-site physical artifacts at the Postal Museum’s Washington site. The museum draws more than 1 million visitors a year. The digital exhibitions bring in about 3 million people a year.

More industry stories will be added as resources permit, according to the museum.

“NNA and the NNA Foundation are delighted to participate in this excellent exhibition,” NNA President Chip Hutcheson, publisher of The Times Leader, Princeton, KY, said. “America’s community newspapers play many roles in our nation’s culture and economy, but one role that is not always visible is that we are mailers. The U.S. Postal Service essentially links us to our readers and supports our communities, particularly in small-town America. We depend upon the mail, and the Postal Service depends upon us to tell its story. We hope many people will learn from visiting this exhibition that community newspapers are thriving and that they can be found in the mailbox!”

Newspapers and newspaper families featured in the exhibition are:

- “The Budget,” Sugar Creek, OH, whose story is told by the late Publisher Keith Rathbun.
- “The News-Gazette,” Lexington, VA, whose story is told by fourth generation Publisher Matthew Paxton IV.
- “The Times Leader,” Princeton, KY, whose story is told by John “Chip” Hutcheson, NNA president, who succeeded his father as publisher.
- The Tom Mullen family, of Montana, Idaho, Wyoming, Ohio and Washington state, who have started, purchased and published small-town newspapers for several decades. Tom and his wife, Annie, have been joined in the family by sons Jesse, Louis and Lloyd, all who are now active in the business. Click here for the direct link to the Mullen Family feature http://postalmuseum.si.edu/americasmailingindustry/Mullen-Family.html

Wilson named executive chairman of TownNews.com

MOLINE, Illinois (September 2, 2016) — Marc Wilson, chief executive officer of TownNews.com, a subsidiary of Lee Enterprises, Inc. (NYSE: LEE), has been named executive chairman of the company. Brad Ward, who currently serves as chief operating officer, will become chief executive officer, the company announced today. The changes become effective Oct. 1, 2016.

“Under Marc’s leadership and guidance, TownNews.com has grown from a small, regional publishing technology provider to the leader in publishing technology across the United States,” said James Green, vice president-digital for Lee Enterprises. “As the digital age evolves, Marc’s experience as a journalist has helped TownNews.com transform news organizations, and we look forward to his continued leadership as executive chairman.”

Wilson and his wife, Virginia, will remain minority owners of the company.

Wilson founded the International Newspaper Network, which is now known as TownNews.com, in 1989 while editor and publisher of the weekly Bigfork Eagle in Montana. Before buying the Eagle, he was a reporter for three daily newspapers and worked for five bureaus of The Associated Press, including duties as assistant chief of bureau for Texas. Lee Enterprises became the controlling partner in 1996.

“TownNews.com has great products and services, wonderful and supportive customers and a tremendously dedicated staff,” Wilson said. “I am delighted to be succeeded as CEO by my great friend, Brad Ward, who has served many years as our brilliant chief technology officer. I look forward to working with Brad, the TownNews.com staff and our great customers. Lee has been a great partner, and I’m grateful for its great support for many years.”
Heidi Desch has been tapped as the next managing editor of the Whitefish Pilot. A longtime local reporter, Desch first joined the Pilot newsroom in 2011. Her news beats for the paper have included city government, schools and business, along with writing a variety of community profiles. Among her career accolades, Desch won a first-place award for investigative journalism in the 2016 Montana Newspaper Association Better Newspaper Contest.

“I’m excited to lead the Pilot moving forward,” Desch said. “Whitefish is a great community full of amazing people. I’m grateful I get the opportunity to be a part of this town and continue telling the stories that matter most to people — from what’s happening in the kindergarten class at Muldown Elementary to the latest city project and everything in between.”

Before coming to Whitefish, Desch spent six years as a reporter at the Hungry Horse News in Columbia Falls and served as interim editor of The Western News in Libby. She earned her journalism degree from the University of Montana in 2005 and is graduate of Libby High School. Outside of journalism, Desch’s interests include cooking, camping, hiking and spending time with her two dogs.

Desch succeeds Matt Baldwin as Pilot editor. Baldwin is moving to a new role at the Daily Inter Lake in Kalispell. Both papers are owned by the Hagadone Corporation.

“The Pilot will be in good hands,” Baldwin said. “Heidi has a calm and even disposition, and a strong sense of local journalism that will serve this community well.”

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**AP Stylebook rules for height, feet, inches**

When I came across a story the other day that referred to a young girl’s height, I realized that this is a format that I have not looked up in the AP Stylebook for some time — and now is a great time to brush up on it.

Actually, when searching for “height” in the AP Stylebook, it refers me to the “dimensions” entry — OK, sure, why not get an all-round recap on things like depth, height, length, inches and width.

First rule in the entry says: Always spell out measurements — inches, feet, yards … gallons, ounces, pounds … etc.

Rule No. 2: Always use figures before the measurement — 8 inches, 10 feet, 2 ounces, 200 pounds, etc.

*Use a hyphen for the adjectival forms before nouns: the 10-foot line, the 2-ounce cookie, the 200-pound dog, etc.

Now here’s the part I’ve been waiting for — height!

Rule No. 3: We don’t need hyphens when you are describing someone’s height, but you do need them in the adjectival forms, like mentioned above.

There is also no need for commas between the feet and inches when describing height.

i.e.

– He is 6 feet 2 inches tall, but he doesn’t play basketball.
– The 5-foot-6-inch girl still wears high heels.

– The 3-foot man appears in many movies.

* Only use the apostrophe to indicate feet and quote marks to indicate inches (5’6″) in very technical contexts, says the AP Stylebook.

Rule No. 4: When introducing width and length to the equation, then commas are needed.

i.e.

– The boat is 30 feet long, 15 feet wide and 75 feet high.

You can use hyphens at this point in time to shorten this sentence:

– The boat is 30 feet by 15 feet.
– The 30-by-15 boat.
Maximize postage savings & improve delivery for community newspapers

By Max Heath, NNA Postal Chair

Community newspapers have options to save money and improve delivery times under price and rule changes during the past decade, notably in 2007 with the last postal reform bill. From time to time, I like to review these for newcomers to the business or others who may have missed them. Updates to DMM citations and changes are made as well as percentage changes.

IN-COUNTY PRICE DISCOUNTS

1. In-county eligibility … DMM 207.11.3.1: Periodicals circulating under 10,000 total paid copies, or with more than 50 percent of total paid circulation within the county of original entry, can mail at lower in-county prices. There are no advertising pound prices paid on in-county mail, just a DDU discount and non-DDU pound price, based on no postal transportation costs for DDU (lines A1/A2, 3541 Postage Statement).

2. Requester Periodicals that meet the same qualifications above can mail at in-county rates under a provision of the Postal Accountability and Enhancement Act (PAEA), effective Aug. 30, 2007. Current price savings run from 30 percent to 52 percent, depending on weight, to move from Periodicals Saturation Regular Price to in-county, and 64 percent if a Standard Mail publication can qualify for in-county Saturation (25 percent non-advertising in 75 percent of issues and 24-page minimum, 50 percent +1 requesters). The lower the weight, the higher the percentage. DDU is assumed in all scenarios. In-county rates are only granted to the copies for which valid requesters exist, plus 10 percent nonsubscriber copies.

NOTE: CSR PS-054 revised in April 2011 to allow faxed and e-mail requests with signature, address.

3. In-county definition expanded … DMM 207.11.3.2(d). Another provision of PAEA, effective Aug. 30, 2007, expanded in-county price eligibility to copies originating inside the county but delivered outside the county of original entry. These so-called “wandering-out route” pieces were excluded under the old statute definition.

4. Wandering-in pieces count too … DMM 207.11.3.2(b) Another provision, widely overlooked, allows in-county price eligibility for any carrier route copies delivered to an address inside the county when entered at a delivery office in an adjoining county and wandering back in-county. (BME interpretation that this only applies to mail entered at the outside-county DDU.)

5. Walk-sequence carrier-route sorted mail. (DMM 207.13.3b) Periodicals qualify for High-Density prices (line A14) at 125 pieces per route, saving 1.7 cents per copy (26 percent) in-county and 3.4 cents per copy (17 percent) outside county (line C32). In-county mail gets a bonus under a rule that allows High-Density price for 25 percent of Active Possible Deliveries per route … DMM 207.13.3.4(c). When routes, such as rural routes covering wide areas with low housing density, fall below 500 active deliveries, the 25 percent threshold pays off for carrier route mailers. Walk-sequence can be obtained via Delivery Sequence File processing from software vendors, or Computerized Delivery Sequencing qualification that is updated monthly, or even weekly (DMM 207.23.8.4). Requester publications saturating In-County routes (line A15) can save 5.7 cents off Basic carrier-route price, or 28 percent, on the part that pays outside-county prices (line C33). CDS is essential in this situation.

6. Limited Circulation Preferred Price Discount (5 percent) on the middle of Page 1 of PS Form 3541 applies to a Periodical with at least one in-county copy and under 5,000 outside county copies. Effective May 2008, and defined in DMM 207.1.1.4. Software should add line B19 and parts C, D, E totals times .05 and deduct automatically. This discount applies to the entire issue and not just a version by weight that includes in-county copies. The National Newspaper Association had a hand in all these changes for its members, saving hundreds or even thousands of dollars a year in postage.

DROP SHIPPING

1. DDU entry: Local/regional publications can maximize savings and get faster delivery by entering mail at delivery post offices (Delivery Units). See DMM 207.29.6. There are three ways to earn DU prices: Additional Entry, authorized simply by notification of your original-entry office, and no fee, requires postage payment at that office, See DMM 207.30. (Plant-Verified Drop Shipment Postage Payment System) requires mail acceptance at the office of original entry, at a designated office, or Detached Mail Unit within a printing plant, then delivery to other offices. Form 8125, PVDS Drop Shipment Verification and Clearance, must accompany the copies taken to DUS. See DMM 705.17.2.9. Exceptional Dispatch (see No. 5 below). This is likely the best method for local/regional publications.

2. In-county price eligible Periodicals save 4.7 cents per pound (24 percent) and 0.8 cents per piece for DDU entry (lines A1/A17). The DDU discounts apply only to carrier-route sorted copies in Line-Of-Travel or Walk-Sequence order.

3. Outside-County price Periodicals save 8.8 cents per non-adv. pound (44 percent) and 9.2 cents per adv. pound (43 percent) for DDU versus non-DDU entry (zones 1 & 2 price), with no piece discount. This is a very helpful discount for nearby offices outside your county (lines B1 and B14).

4. DDU-entered carrier-route copies, whether in-county or outside county, will not be up-charged to 5-digit prices if failing the “flimsy flats” deflection test, as of Oct. 3, 2010, thanks to NNA. See DMM 201.4.6 & Exhibit 201.4.6a. Carrier-route copies going through postal processing can be up-charged.

5. Exceptional Dispatch (DMM 207.28.3) allows local/regional Periodicals mailers to claim DDU prices with request letter to origin-entry postmaster. A 2001 rule change also expanded DU-entry to drops within zones 1-2, including the SCF zone. Neither Additional Entry nor Plant Verified Drop Shipment Form 8125 is required. Eligibility is for Periodicals, which mail 25,000-under copies. USPS said, “waivers would be considered on a case-by-case basis.” SCF entry can be done under Exceptional Dispatch to improve service so long as only mail for that SCF is dropped at the SCF. (DMM 707.28.3.4) Mail dropped at an SCF for “the world” would require Additional Entry and postage payment at the SCF.

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September 30, 2016
Production, Design and Journalism 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.

Friday, September 30 – InDesign Efficiencies
Knowing the tricks of the trade will make you live easier.
Category: Production/Design, Presenter: Joe Greco, Gatehouse Media

Thursday, October 6 – Election Coverage: Are You Ready?
Discuss coverage plans for election night, as well as some great digital tools.
Category: Journalism, Presenters: Michael Toeset & Tim Schmitt, Gatehouse Media

Thursday, October 13 – Tools for Live Reporting
Live coverage is the latest mobile and social media trend to help journalists reach new audiences.
Category: Journalism, Presenter: Val Hoeppner