Best Lifestyle Photo
Division 4
2017 Better Newspaper Contest
By Hunter D’Antuono, Livingston Enterprise

Titled: Pig Wrestling

“The Porkies” pig wrestling team tries to get a handle on their quarry during the popular annual event at the Park County Fairgrounds on July 29, 2016.
**MNA Calendar**

**September**

22  MNA & MNAS Board of Directors' meeting, Heritage Inn, Great Falls
23  Member Educational Opportunity: Google News Lab Training, Heritage Inn, Great Falls:
29  Member Educational Opportunity: Online Media Campus: How to Sell the Value of Digital Without Overselling the Client
    Register at http://onlinemediacampus.com/

**October**

1   Deadline to file USPS Statement of Ownership, Management & Circulation Form 3526
1-7 National Newspaper Week, materials at www.NationalNewspaperWeek.com
6   Member Educational Opportunity: Online Media Campus: Automatic InDesign, Session II Follow-up
    Register at http://onlinemediacampus.com/
12  Member Educational Opportunity: Online Media Campus: Six Ways to Make Your FOIA/Public Records Request More Effective
    Register at http://onlinemediacampus.com/
20  Deadline to submit articles for the October Press Pass

**November**

1   Deadline to return your 2018 MNA Rate & Data Survey
8   Montana Newspaper Foundation 2018 Internship Grants open for applications
9   Member Educational Opportunity: What Newspapers Must Do to Keep Public Notices - 10:00 am - Free GoToMeeting webinar
    Register at https://goo.gl/forms/F31ay88c5Epl28V2
10  Deadline to submit articles for the November Press Pass
23-24 MNA office will be closed for the Thanksgiving holiday

**December**

8   Deadline to submit articles for the December Press Pass
25  MNA office will be closed for the Christmas holiday

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**New Associate Member**

Montana Senior News
www.montanaseniornews.com

**New Professional Member**

West Yellowstone Star

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To advance and sustain the news publishing industry in Montana.

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Stacy Wirtz, Business Development Director | stacy@mtnewspapers.com
Ryan Stavnes, Member Relations & Client Services | member@mtnewspapers.com
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September 22, 2017
2017 Better Newspaper Contest Winners

BEST SPORTS PAGE LAYOUT

First Place
Division 1
By Pierre Bibbs, Phillips County News

First Place
Division 2
By Chris Peterson, Hungry Horse News

First Place
Division 4
By Steve Larson, Flathead Beacon

To view all the first-place winners of the 2017 Better Newspaper Contest, please visit the following link:
Skullduggery rampant with Chronicle’s eclipse glasses

By Nick Ehli, Bozeman Daily Chronicle editor

This, apparently, is why we can’t have nice things.

A few weeks ago, some Chronicle staffers — OK, it was over cocktails — hatched the idea of inserting eclipse glasses into the newspaper on the Sunday prior to the moon crossing in front of the sun. What a great service to our readers, we reasoned. We’ll get thousands of NASA-approved glasses and hand them out to our loyal subscribers. We’ll stuff them in the copies sold at grocery stores and gas stations, free with the paper. People will be so happy.

But while scientists could predict the exact moment of the “totality of the sun” — a great name for a band, by the way — we didn’t foresee that some among us are total, opportunistic, thieving scallawags.

Some crook stole a few hundred pairs of glasses out of the Chronicle building. Glasses were pinched from bundles of newspapers dropped at various locations around town, and some rogues were even spotted running down streets early Sunday morning, pilfering newspapers off of doorsteps as they went.

Now, perhaps these fine people just have lots of friends and an overwhelming concern for eye safety. A more likely scenario, however, is that the scoundrels possess significantly loose morals and sold the ill-gotten booty out of the back of a van. For them, it’s our genuine wish that Bonnie Tyler’s “Total Eclipse of the Heart” be the song they can never get out of their heads. May it play on repeat for years to come.

Most of our subscribers did indeed get a pair of glasses delivered with their Sunday morning paper. We’re sorry to say, though, that those hoping to purchase a paper with the glasses inserted from one of our many vendors were sometimes out of luck. To those people — and those stores — we offer our sincere apologies. Making you wait in line only to be left disappointed and frustrated was never our intent.

Undoubtedly, some who wanted glasses to view the eclipse went without. It warmed the heart, though, to see people sharing their glasses Monday. Perhaps we are no longer the sleepy little hamlet where the local paper can put eclipse glasses into an edition without fear of thievery, but there are still plenty of good people here who had no problem looking out for one another.

And if you’re one of the culprits, we do have a few pairs of glasses for sale this morning. Slightly used. We’ll make you a heck of a deal.

Our 2018 Better Newspaper Contest is only three months away. Now is the time to prepare by collecting and selecting your best work from 2017. Look for rules and any contest changes in December. The contest will open on Thursday, January 4, 2018.
Longtime Missoula Independent publisher Matt Gibson has been named the general manager of the Missoulian, the Ravalli Republic and the Independent, three news outlets owned by Lee Enterprises.

Mike Gulledge, Lee Enterprises publishing vice president and regional publisher of the Missoulian and Billings Gazette, made the announcement during a staff meeting alongside Gibson recently.

“Matt has a proven track record of effective leadership and is passionate about the Missoula region,” Gulledge said. “His strong business relationships in the Missoula community and across Montana are very impressive. I look forward to working with him in this new and exciting role.”

The Missoulian and Ravalli Republic newsrooms will continue to report directly to Gulledge. Gibson will oversee advertising, circulation, production and finance at the Missoulian and Hamilton news organizations and will oversee all operations at the Independent. Brad Tyer, Indy editor, will report to Indy general manager Andy Sutcliffe.

Gibson stepped down as publisher of the Independent on the day of the announcement to take on his new role.

He has been the publisher of the Indy, an alternative weekly newspaper and website in Missoula, since 1997 and was the owner of the publication when it was bought by Lee Enterprises earlier this year.

Gibson started his journalism career as a reporter for the Livingston Enterprise in 1990 and is a former president of the Montana Newspaper Association and a board member of the Association of Alternative Newsmedia.

“I’m grateful for the opportunity to help lead the best news business in western Montana,” Gibson said. “Lee has great people in Missoula, and I’m committed to the work of ensuring that the Missoulian, the Ravalli Republic, and the Missoula Independent remain the strongest, most effective and most respected news and advertising operations in the region.”

Longtime Missoulian reporter Rob Chaney wanted to know if the two papers are going to maintain their editorial independence going forward.

“The distinct character of the two papers is a strength that we want to maintain,” Gibson said. “Our audiences complement each other and our reach complements the value that we can deliver to the advertisers. So, having two different niches in the market is exactly what we want to attempt to do. People may be skeptical about that, and that’s OK. But everybody needs to know that Mike’s committed, I’m committed, the editors are committed to running two strong, distinct (Missoula) newspapers with distinct voices, distinct audiences and distinct sales staff.”

Gulledge said that when he began talking with Gibson about Lee purchasing the Independent, they both agreed that the worst thing that could happen was that the Independent not be “independent” anymore.

“We’re not merging staff,” Gulledge said.

Gibson will be moving into an office in the advertising department in the Missoulian.

“With the Independent and the Republic and the Missoulian together, we can do things that nobody else can do and it’s not even close,” Gibson said. “And having the opportunity to lead the effort and be a part of it is everything I want out of my career and what I want for Missoula for the craft of journalism. We’re going to do some great work together.”

Lee Enterprises owns news outlets across the country that serve 50 markets in 22 states. Lee’s newspapers have an average circulation of 900,000 daily and 1.2 million on Sunday.

Reminder: Code your legal ads and public notices

The MNA is reminding members to double-check their legal advertising and public notices to make sure the “MNAXLP” code is on the page or with the ad. This includes all liner and display, legal and public notice ads.

The “MNAXLP” code allows the MNA to digitally transfer legal advertising and public notices to our critical public notice website: http://www.mtpublicnotices.com/mna/legals/

If you have any questions on the process, please contact Jim Rickman, executive director, at (406) 443-2850 or jim@mt-newspapers.com
Now that football season has arrived, please 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.

Robert and Janet Hunt purchase the Montana Senior News

By Gail Jokerst

After 33 years of publishing and editing Montana Senior News, and sister publication the Idaho Senior Independent, Jack Love has sold the publications to Robert “Bob” and Janet Hunt of Kalispell. Although the Hunts live in the Flathead, the newspaper’s headquarters for advertising sales and production remains in Great Falls, where Jack has lived since 1981.

The Hunts plan to carry on the Montana Senior News legacy with a mission to “educate, entertain and empower readers.” As Bob says, “Nothing is stopping. It will just be more enhanced, like a fresh coat of paint.” One enhancement readers can expect to see in the future is a more developed Montana Senior News website with a library of original content and an optimized search engine. Expanding the service side of the newspaper is a prime goal. In particular, the Hunts want to include articles enabling readers to confidently navigate topics such as the sometimes dizzying world of smartphone apps and social media.

“We want to embrace those subjects in a non-threatening way, so readers can adapt to the new technology through life. It’s exciting to have a platform to help people,” says Bob, who has a legitimate reason to claim, “Newspapers are in my blood.”

Bob’s entire career has been based in the newspaper industry. Starting when he was a kid in Illinois delivering newspapers to people’s doors, it has culminated in taking over the helm of these two Northwest publications.

“I’ve worked as a janitor, reporter and photographer in the press room, in circulation and in advertising. I have a real belief in this business,” says Bob, whose father rose through the ranks to become president of the Chicago Tribune.

An accomplished seamstress and gardener, Janet describes herself as “more of a numbers person.” She handles the accounting for the financial side of the enterprise, along with whatever else requires immediate attention.

“We have a team approach to everything and take over from one another when necessary,” explains Janet. Not surprisingly, Janet is as actively engaged behind the scenes as Bob is with the more visible editorial, sales and distribution end of things. And in true family fashion, even their daughter Ruth is involved with the new venture, despite living in the East. “She’ll take over our social media. She can do that from a distance.”
This year we mark the 77th anniversary of National Newspaper Week (NNW), October 1 - 7. The annual observance celebrates and emphasizes the impact of newspapers to communities large and small all over.

Materials for NNW will be available for download at www.NationalNewspaperWeek.com in late September. Reminders will go out in coming weeks, but please mark your calendars now and make plans.

The NNW content kit will contain editorials, editorial cartoons, promotional ads and more, all available for download at no charge to daily and non-daily newspapers across North America. NNW is sponsored by Newspaper Association Managers, Inc., the consortium of North American trade associations representing the industry on a state and provincial, regional and national basis.

This year’s theme is “Real Newspapers ... Real News!” The aim is to applaud and underscore newspaper media’s role as the leading provider of news in print, online or via mobile devices.

National Newspaper Week participants will be able to download materials and are encouraged to devote as many column inches as possible to reinforce the importance of newspapers to your communities.

Many publishers and editors also editorialize about their newspapers’ unique relevance. This can be about your government watchdog role, coverage of community events, publication of timely public notices, etc.

Since the principle is timeless, the materials, new and archived, remain on the website and accessible year-round as a continuing resource.

Thank you for supporting National Newspaper Week. And if you haven’t taken part in previous years, please plan now to do so in October.
The annual Rate and Data Survey is the ultimate tool used by the MNA to accurately represent our membership for advertising and other services.

With 84 member newspapers, we enjoy the challenge of processing the hundreds of details involved in print and digital advertising as we strive to develop easy to understand presentations and proposals for our potential clients. Our goal is to respond to our client advertising requests within 24 hours, making the information in the Rate and Data Survey an invaluable administrative tool for the MNA staff.

The 2018 Rate and Data Survey can be found on the MNA website or at the following link: http://www.mtnewspapers.com/httpwww-mtnewspapers-comwp-contentuploads201510mna-rate-and-data-questionnaire-2016-2017-4-xlsx/

We ask for your commitment to fully complete the survey and return it to the MNA office by November 1. And, as always, we welcome your updates at any time to help us accurately represent your newspaper.

Thank you in advance for your assistance. Please contact Stacy with questions at (406) 443-2850 or stacy@mtnewspapers.com.

What Newspapers Must Do to Keep Public Notices FREE WEBINAR

The threat to legal requirements that public notices be published in newspapers has never been greater. Learn about the trends in public notice and the practices that every paper must embrace to help the industry successfully respond to the siege on this traditional pillar of government transparency.

Please register at https://goo.gl/forms/F31ay88c5Elpl28V2

The Presenter:

Richard Karpel is president of APW Management, an association management company based in Falls Church, Virginia. APW represents the Public Notice Resource Center, American Court and Commercial Newspapers and other newspaper industry clients. Richard Karpel was formerly executive director of the American Society of News Editors and the Association of Alternative Newsweeklies.
In 2011, the University of Southern California (USC) Annenberg School for Communication and Journalism released a study on the state of the media. Jeffrey Cole, director of the Annenberg’s Center for the Digital Future, issued 10 predictions for the futures of news media.

Many of those predictions have come true. He predicted the explosion of social media and the degradation of content online. According to the study, back in 2011, 51 percent of users reported finding none or only a small portion of the information they saw on social networking sites to be reliable. Flash forward to 2017 and the war against Fake News.

Cole also predicted the slow death of the PC (ongoing), the rise of the tablet (not so much), the loss of privacy (too true), the tenuous role of the internet in politics and changing buying habits. Overall, what he describes is very close to the reality we all live in. However, he did make one major miscalculation.

“Most U.S. print newspapers will be gone in five years.”

Cole’s future only saw the survival of the largest and smallest print newspapers. “It’s likely that only four major daily newspapers with global reach will continue in print: The New York Times, USA Today, The Washington Post, and the Wall Street Journal. At the other extreme, local weekly newspapers may still survive, as well as the Sunday print editions of metropolitan newspapers that otherwise may exist only in online editions.”

Now, in 2017, I’m happy to report he was wrong. Last year, the estimated total U.S. daily newspaper circulation reached 35 million Americans for weekday delivery and 38 million for Sunday. It is an audience that not only believes in the importance of journalism, but also understands that print is a pretty good technology. It is readable in all sorts of ambient light, needs no batteries and is incredibly efficient at delivering a wide array of information. (I still contend that there is nothing yet online that is as efficient at key information delivery as a scan across a front page of a print newspaper.)

Print is also still a good vehicle for high value advertising. When you advertise in a print newspaper, it ends up in the hands of a trusting and vast audience, with 74 percent of readers trusting the print newspaper compared to the 49 percent who put their trust in Twitter.

Online news articles are read for an average of 30 seconds—how much time do those flash-readers really spend looking and interacting with advertisements? Milliseconds? Compare that to print, which sits in readers’ hands for an average of 40 minutes, daily.

In 2016, 56 percent of American subscribers still only read print newspapers. The “death of print” has been greatly exaggerated. In fact, circulation revenue has been steady over the past few years, rising from $10.4 billion in 2012 to $10.9 billion in 2015 and 2016.

The bottom line is that the industry we represent is, first and foremost, in the news business – and the audience for our journalism is larger than it has ever been in history. We deliver news to people in every way they want to consume it. Some want digital, some want print and a whole bunch of people want both. No one should be too quick to tell audiences how they should consume their news – and we should all expect a large segment of our audience to enjoy the ease and efficiency of a print product for some time to come.
Don, who manages a newspaper sales department, is always looking for ways to strengthen customer relations. “We understand the importance of first impressions,” he told me. “Know something about the prospect’s business before calling. Show up for the first appointment with a big smile and a firm handshake. Ask questions to learn about their overall situation and their marketing goals.

“All of that is important,” he said. “But what about second impressions? I’ve been hearing a lot about that lately. We all know from personal experience what it’s like for a salesperson to treat us like royalty during an initial meeting, then act like they barely know us after that – especially if we don’t buy something right away. That’s why the things we do in that second contact can make a big difference in the sales person-customer relationship.”

Here are some ideas:

1. Express appreciation immediately. “A good old-fashioned ‘thank you’ is a must,” Don said. “Simply thank them for taking the time to meet with you. An email is faster, but a handwritten note is more memorable.”

2. Email a summary of your meeting. “This can save a lot of headaches down the road,” Don explained. “The more you discussed in your first conversation, the greater the need for a summary. For example, here’s a short version of what you could say: ‘Thank you for taking some time to meet with me to discuss marketing ideas. We discussed: Point 1, Point 2 and Point 3. The next step is for me to provide you with a detailed proposal by the end of next week. Looking forward to our next conversation.’”

3. Send business-related information. “Obviously, this can be related to your conversation,” he said. “For example, if you talked about zoned coverage or click rates, send more details. If you can do a little online research, find some relevant ads that worked well for a similar business in another market. Or maybe you can find a couple of famous ads for national brands, which your prospect could find interesting. Make sure they illustrate advertising principles that can help his or her business.”

4. Send non-business information. If you learned that he is a golfer, email a link to an interesting video about golf. If she mentioned that her family is planning a vacation to Europe, send a related link or clipping from your paper’s archives.

5. Ask for more details about the things you discussed. For example, if you’re working on a marketing proposal, do you need more information about prospective target audiences? Would you like to have more statistics on sales of their seasonal products? Would it help to have a list of loyal customers who could be willing to provide testimonial quotes?

“It’s smart to ask questions at this point,” Don said. “It helps you learn more and it keeps the client engaged in the development process.”

Don’s ideas make a lot of sense. A salesperson has only one chance to make a second impression.

John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com
Design, sales and newspaper management will be the focus of our 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 29**

**How to Sell the Value of Digital Without Overselling Your Client**

**Presenter: Craig Crile, CEO of Group C Digital Marketing + Consulting**

Everyone sells digital. Everyone has similar portfolios. In order to differentiate, you’ll need to provide value beyond CTRs, CPMs and the like. In this webinar we’ll discuss how to:

- Simplify digital sales for the customer and your sales team
- Build a client-focused digital recommendation
- Measure the results of digital advertising in a way that matters to your client
- Retain and up-sell current campaigns

**Register by September 26**

**Friday, October 6**

**Automatic InDesign Session II Follow-up**

**Presenter: Russell Viers**

In Design has so many built-in features that automate our work, allowing us to work smarter. Building on Session I, we will cover:

- Data Merge for faster photo pages
- InDesign’s Captions feature for faster, more accurate, cutline creation (can also be used on ads)
- Much more

**Register by October 3**

**Thursday, October 12**

**Six Ways to Make Your FOIA/Public Records Request More Effective**

**Presenters: Tim Schmitt, Gatehouse Media, and Emily Le Coz, Gatehouse Media**

Knowing how to craft a Freedom of Information Act request or a public records request is half the battle. Knowing how to proceed after that request is sent will help close the deal.