The image was made at a rehearsal of “Beauty and the Beast,” performed by elementary students through the Alpine Theatre Project in Whitefish. The kids were told by the director to react to seeing the image of a hideous beast in a mirror. I knew there would be some great faces, and zeroed in on one kid in particular who had been very animated throughout the rehearsal. The scene came together when he bent his knees and was framed by the other performers behind him. Much of my job as a photojournalist is to anticipate action and movement at any given event. By observing my subjects and spending time at this assignment, I was able to predict the kids who would stand out during this emotional scene in the performance.

**Technical details:**
- Nikon D300S
- 80-200mm lens at 110mm
- ISO: 1250
- Aperture: 2.8
- Shutter: 1/250
- manual
MNA Calendar

September
26 U of M J-School Centennial: Don Anderson Hall open house
26 U of M J-School Centennial: Dean Stone tribute and reception
26 U of M J-School Centennial: All-alumni & friends party in the Adams Center Field House
27 U of M J-School Centennial: Parade float, tailgate & Griz football Saturday
27 U of M J-School Centennial: All-Kaimin reunion Saturday night
29 U of M J-School Centennial: T. Anthony Pollner Distinguished Lecture by former NY Times reporter Bill Glaberson
   UC Theater - 7 pm

October
1 Deadline to file USPS Statement of Ownership, Management & Circulation Form 3526
1 MNA 2015 Member Rate & Data Survey emailed to MNA members
5 National Newspaper Week begins
17 Deadline to submit articles for the October Press Pass

November
1 Deadline to complete the MNA 2015 Member Rate & Data Survey
3 Montana Newspaper Foundation 2015 Internship Grant application opens
21 Application deadline for the Montana Newspaper Foundation 2015 Internship Grants
21 Deadline to submit articles for the November Press Pass
27 & 28 Thanksgiving - MNA office closed

December
8 Montana Newspaper Association 2015 Internship Grants awarded
12 2015 MNA Better Newspaper Contest rules and instructions will be available
19 Deadline to submit articles for the December Press Pass
24 Christmas Eve - MNA office closed at noon
25 Christmas Day - MNA office closed

MNA Members:
Please promote National Newspaper Week heavily by devoting as many column inches as possible to reinforce the importance of newspapers to our local communities. Please also editorialize about how your newspaper is important and relevant to your community. This can be about your government watchdog role, investigative journalism, providing timely public notices, etc.

This marks the 74th year of the Week, which observes the importance of newspapers to communities large and small. This year's kit contains editorials, editorial cartoons, promotional ads and more that are available for download at:
http://www.nationalnewspaperweek.com/nnw/

The theme of this year's NNW is:
"Newspapers: The Foundation of Vibrant Communities."

Montana Newspaper Association

825 Great Northern Blvd., Ste. 202
Helena, MT 59601
Toll Free in MT 800-325-8276
Fax 406-443-2860

OUR MISSION:
To advance and sustain the news publishing industry in Montana.

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mtnewspapers.com

September 24, 2014
Chaun Scott
Managing Editor
Independent Press, Forsyth
Covering all of Rosebud County

I was born in the year 1964 in Orange County, California (but it’s not my fault).

After many years of flying across the country working in national sales as a representative of an HVAC company, while managing a household with three children, I decided to leave the urban jungle of corporate America and move my family to eastern Montana. We wound up living in Hardin, Big Horn County.

After spending several years as a stay-at-home mom, I developed a nonprofit crime prevention program in an attempt to sway the increase in drug-related crimes that had been dramatically on the rise in Big Horn County. It was during that time I began my writing career by working with an excellent team writing grassroots prevention programs and grants to fund the projects we designed. At the time, I had no idea where my experiences were going to take me, and certainly no idea that I would eventually become a journalist.

Four years after the program was launched, my husband accepted a job with the Rosebud County Sheriff’s Office and moved our family to Forsyth, where I spent my days homeschooling our three children and working part-time for the municipal pool.

A year after we moved to Forsyth, I found myself as a single parent needing full-time employment. Fortunately, there was a position open at the Independent Press for a part-time bookkeeper and a part-time production assistant, so I applied. During my interview with Dan Killoy, I said that I could do both jobs in less time than was required in the job description. And so, with the promise of being an overachiever (and telling Killoy I was of Irish descent), in 2003 I was hired on the spot—and so it began, I was now a newspaper person.

I had no idea what I was getting myself into.

Becoming editor of a weekly newspaper was something I had thought was completely out of my reach, considering I did not have a journalism degree. But going to work for Killoy and former editor Kate Bertin, my education began and soon I would learn the ins and outs of what it takes to be a reporter and an editor. Kate saw my potential and began assigning me photography and writing assignments. She pushed me outside of my comfort zone and forced me to dig deep to find the hidden talent.

Now, here we are 11 years later, I am married to a wonderful man, I have two more daughters, three grandchildren, and have been the editor of the Independent Press for three years.

Over the years, the most important lesson I have learned working for the Independent Press was how important it is for a newspaper to stay involved with the community. To do that, you have to go above and beyond the 40 hours a week and take part in the community where you live. All of the staff at the Independent Press stay involved.

Connie Brown, our advertising rep, is involved with many service groups, and I attend meetings on and off the clock, not to mention the many athletic events around the county. I also connect communities by making office supply sales calls for Star Printing and Office Supplies, a sister business with Yellowstone Newspapers, based out of the Miles City Star.

Nicki Nelson, our new bookkeeper and production assistant, also stays in the community by attending events like the Energy Open. We also have a high school student, Jordan Scott, who works part-time for us preparing tear-sheets and affidavits, and keeps us informed about the younger generation in our community.

In our county, not only do we cover two city councils, six schools and an Indian reservation, we cover highly controversial power plants, coal mines and the BNSF railway. With all of that in mind, our three and a half employee staff works extra hard to make sure all our communities are represented.

We currently do not have digital capabilities, but we hope to be up and running within the next year.

Working with the Montana Newspaper Association and being a part of the larger Montana newspaper community has been a tremendous help to the Independent Press and to myself as editor. We have been able to utilize the many resources and tutorials the MNA has offered over the years.

Jim Rickman and the staff at MNA have bent over backward to help solve dilemmas from advertising issues to supplying materials we could use to inform our readers. Without the MNA, we wouldn’t be where we are today. We appreciate all that the MNA does for the newspapers across this great state.

Also, becoming editor would not have been possible without the support of Dan Killoy and John Sullivan of Yellowstone Newspapers. I am thankful they were willing to take a chance on this “bookkeeper,” giving me the opportunity to advance in the company. Your confidence has given me the tools to do a job I never thought was possible.
The University of Montana School of Journalism Centennial and Homecoming Celebration
September 26-29, 2014
All-Alumni and Friends Party at UM Adams Center
Friday, September 26, 7 p.m.
$25 per person for hors d’oeuvres, cash bar, dancing
Music by Tom Catmull
Master of Ceremonies John Engen, Missoula mayor and alum

Friday, September 26
Don Anderson Hall Open House – All Day
Stone Hall, KBGA and KUFM Tours
Charlie Hood Distinguished Alumnus Ceremony and Dean Stone Tribute – Don Anderson Hall – 3 p.m.
Distinguished Alumni Awards Ceremony – UC Ballroom – 5:30 p.m.
All-Alumni and Friends Party – UM Adams Center – 7 p.m.

Saturday, September 27
Ride Homecoming Parade Float – Location TBD – 9 a.m.
Tailgate Party – Don Anderson Hall – 11 a.m.
UM vs. Northern Colorado Football Game – 1 p.m.
Kaimin Reunion Party – Holiday Inn Downtown – 7 p.m.

Monday, September 29
T. Anthony Pollner Distinguished Lecture – Bill Glaberson – UC Theater – 7 p.m.

Research site training
We are very pleased to introduce the next phase of the MNA Digital Archiving Initiative, “accessing your research site.”
To assist with learning how to use the research site, we invite members to join any of the following conference calls/go-to-meeting sessions.
Who should participate on the call?
Anyone who may use the research site to search back issues of your newspaper for editorial and advertising content. Space is limited to 25 participants on each call.

RESEARCH SITE TRAINING SCHEDULE:
Friday, September 26, 8:30 a.m.
Friday, September 26, 9:30 a.m.
Wednesday, October 1, 10:00 a.m.
Thursday, October 2, 2:00 p.m.
Friday, October 3, 11:00 a.m.
Thursday, October 16, 2:00 p.m.

Research site call instructions:
1. Please join the ArcaSearch on-line "Go-to-Meeting" webinar by clicking on this hyperlink.
   https://www1.gotomeeting.com/join/556417473
2. Join the conference call:
   United States (commercial): +1 (213) 493-0015 United States (toll-free): 1 (866) 899 4679
3. You will be prompted to enter the Access Code: 556-417-473
4. You will hear a prompt for an “Audio PIN.” No “Audio PIN” is necessary and is not furnished. When you hear a prompt for an “Audio PIN,” follow the instruction to simply press the pound sign (#) and pass through the prompt.

Your host and trainer will be:
Peter Fox | Western Region Sales Manager | ArcaSearch Office
(406) 624-6077 | Toll Free (855) 246-9944 | Mobile (406) 581-0025|
103½ South Main St., Suite 4, Livingston, MT 59047
OK, here’s a marketing pitch from a guy who normally doesn’t have to worry about what our advertising says. But in this case, it’s newspapers, and it’s the newspaper I love.

Here’s the pitch: If you’re reading this in print, you’ll soon be a subscriber to another newspaper - and not just any newspaper. You’ll be a digital subscriber to the Washington Post, the storied and venerable daily paper of our nation’s capital.

I am, as you’d probably guess and hope, a shameless newspaper junkie. Ironically, though, I don’t necessarily get the same morning thrill at seeing what the headlines are - I already know them. And instead of scouring the paper to see what I missed the day before, more often than not, I look to make sure everything’s there, and we spelled headlines correctly.

New partnership

However, if you subscribe to the Billings Gazette, we’re excited to announce that you’ll soon be a digital subscriber to The Washington Post. For free. We’ll be beginning a partnership with The Post, like many other newspapers. It allows us to offer additional stories, perspectives and news to our subscribers as a bonus. We realize that many of our readers are not only newspaper junkies, they’re also political junkies, and this provides a direct pipeline to “the beltway.”

The access is simple: If you’re a print subscriber who activated your billingsgazette.com account, you’ll be getting an email from The Washington Post. It will include instructions on how to register for the online edition for free. Just follow the instructions and you’ll be given access to the capital newspaper.

Our franchise, mission and passion is local news. For us, that means a coverage area of nearly 100,000 square miles, covering more than half the state of Montana and northern Wyoming. We love covering the people, issues and events of that region. But, that’s a region that’s roughly equivalent to the size of Illinois and Iowa combined. This allows us to provide premium national, world and political coverage that will enhance the coverage our subscribers see daily on The Gazette pages.

Students and professors at the University of Montana School of Journalism are working to provide MNA members with stories about the statewide candidates, campaigns and referendums on the November general election.

As in years past, the stories are offered free of charge. All the J-school asks in return is that papers run the students’ bylines.

The work is being done under the supervision of professors Dennis Swibold and Lee Banville.

“We’ve be doing this project since the early 1990s, and it means a lot to the students,” Swibold said. “They love the opportunity to contribute to newspapers statewide, and they get good clips in return. We’ve had great response in years past from papers that have published the stories or posted them to their websites.”

Swibold said this fall’s class is planning profiles on each candidate in the U.S. House and Senate races. Stories are also in the works examining Montana’s two Supreme Court races, the two ballot issues and the District 5 Public Service Commission.

“We’re also planning a story on the contest for control of the 2015 Legislature, with a look at key races,” Swibold said.

Michael Wright, a senior from Wendell, Idaho, is leading the legislative coverage. He’s also the school’s pick to provide coverage of the 2015 Montana legislative session for MNA members. He was an MNA intern this summer at the Big Timber Pioneer.

The pre-election stories will be made available to papers on Sunday Oct. 5. The plan is to send all MNA papers an email with a link to a folder on Google Docs, where editors can find and download stories and photos.

Editors with questions or comments about the project can contact Swibold at dennis.swibold@umontana.edu or 406-243-2230.
Montana News Tracker

Knowledge is power. Acquiring knowledge through information reported and published in Montana’s newspapers is easy with the Montana News Tracker service. Digital archiving, storage and access is an increasingly useful tool for a wide variety of people and organizations across the spectrum who need access to information that is published not only about themselves, but also about customers, members, competitors, regulators, prospective employees and more. The Montana News Tracker provides a cost effective, convenient and complete means of electronically tracking all mentions and messages that a client desires. With the upcoming Montana State Legislature convening soon, the Montana News Tracker is an excellent tool for candidates, legislatures, policymakers and interest groups to monitor the news published in Montana.

For a small monthly investment of $55, plus 75¢ for each digital clip, subscribers receive a significant return in terms of valuable staff time saved to produce meaningful results. The benefits of the program translate into real dollars saved and generated for the client subscribers. Add the Montana News Tracker service to complement and complete your newspaper’s offerings to clients and readers. By doing so, newspapers strengthen and add value to their relationships with clients and

“It saves time, trees and money and ensures we are aware of all mentions of our companies; not just the ones we generate.”
Denise Kovacich
Communications Specialist
Triangle Communications | Hill County Electric

News of the Northwest associations

By Tom Mullen, Publisher
Silver State Post, Deer Lodge
and NNA Region 9
Representative

Idaho

Roger Plowthow, who just a few years ago became one of the founders of the Newspaper Association of Idaho, reports that it’s been a quiet summer as they experiment with an advertising partnership with the Oregon Newspaper Advertising Company.

“It’s too early to tell whether we’ll retain this relationship long-term or build our own internal effort. We have turned management of the association over to the public policy firm of Risch Pisca, which handles our contract for legal advertising with the Idaho Department of Administration, as well as day-to-day issues.

“Our 2014/15 president, Sean Evans, has had to resign, as he has taken the position of advertising director at the Idaho Press-Tribune in Nampa. Officers must be a publisher by our bylaws. We’ll be naming an interim president in a board conference call this week. We are also considering whether to join in a lawsuit brought by CNN against the town of Ketchum seeking public records involving returned POW Bowe Bergdahl,” he reported.

Montana

The efforts of the Montana Newspaper Association continue to focus on their initiative to digitally archive all member newspapers, according to Executive Director Jim Rickman.

“The archiving initiative serves our member newspapers and the public in the following ways:
1. Meets one of the core aspirations of our mission, to collect and preserve the records of Montana journalism.
2. Provides our members with a digital morgue.
3. Provides our members with the ability to serve their clients with e-tear sheets.
4. Addresses the ongoing concern of Montana legislators to have a comprehensive Montana public notice website.
5. Has vastly improved the search capability of MT News Tracker, our association reading service.”

He added that the MNA is preparing for the 2015 legislative session by hiring a lobbyist.

“Our new lobbyist and our very active Legal Affairs Committee meet on a regular basis to discuss early bill drafts, member feedback and develop our legislative strategy,” Rickman said.

**Oregon**

“The Oregon Newspaper Publishers Association is financially solid, getting ready to move to our new office located in Lake Oswego at the beginning of December after being here 24 years, and just held a successful annual convention,” stated Executive Director Laurie Hieb.

“We are keeping a watch on the Oregon State Bar moving into our legislative session, which will begin in February. The OSB has said they will not take a bill into this upcoming session that would take away public notices from newspapers, but they have been known to not stand by their word before, so we will see.”

**Washington**

Keven Graves of the Whidbey Island Newspaper Group, and soon to be president of Washington Newspaper Publishers Association, is busy getting ready to take the gavel. The association has its annual meeting in early October, which will also give its members a chance to meet their new executive director, Marcia Van Dyke.

“The new executive director will be representing a different focus,” Keven reported. Former ED Bill Will’s specialty was on the editorial side, he noted, and Bill was well-versed in open meetings issues.

“Marcia’s experience as a newspaper publisher was in sales, so that represents a shift to a more sales-oriented approach,” he said. In addition to pursuing more statewide buys, Keven said he expects Marcia to work on building membership for the organization.

**Alaska**

Nancy McGuire of the Nome Nugget said talk in Alaska is of the governor’s race, where no Democrat is running. The official word is that former Democratic candidate Byron Mallot is willing to be lieutenant governor under Independent candidate (former Republican) Bill Walker as the two join forces to unseat the Republican incumbent.

“Big Oil spent $18 million to repeal a tax on themselves, but the measure narrowly lost. And, speaking of big oil, the Koch brothers closed a refinery at North Pole, putting a lot of people out of work and leaving a contaminated mess,” she said.

“I still have the battle with government officials, particularly the federal ones who come up here and don’t tell anyone they’re coming,” she reported. The head of the Army Corps of Engineers to the Secretary of Commerce have come to town, escorted by local police and refusing press coverage of their visits.

Nancy contacted the President to remind him that these are public officials spending public dollars. She’s been able to cover the hide-and-seekers, she said, with the help of her readers who shoot photos with their telephones and then send them in.

Nancy sends her newspaper to Anchorage for printing and it’s flown back for delivery.

“The whole process takes about four hours if everything is going right and the wind’s not blowing,” she said of the more than one thousand mile distance between she and her press. The Alaska Press Club meets annually in Anchorage. “There are no roads in or out of Nome, which is good,” she said. “It keeps the riff raff out.”
Newspapers are still here and still making money

By Caroline Little, NAA President & CEO

The sky is always falling and newspapers are always dying. For more than a decade, that has been a common and constant refrain. While working at washingtonpost.com, the Guardian US, and now, the Newspaper Association of America, I have been asked frequently about the state of the industry as people search for the worst.

Though newspaper media is enjoying the largest audiences ever, as well as continuing to play a unique and critical role in our communities, there is one fact that always tends to be obscured or outright ignored – newspapers are still making money and newspapers remain a good investment.

A year ago at this time, John Henry and Jeff Bezos made high-profile acquisitions of The Boston Globe and The Washington Post, respectively, which confirmed that newspapers are viable investment options with the ability to grow. Earlier this month, The Washington Post announced record web traffic for July, as well as hiring more than 60 people in the first seven months of the year.

A company hiring 60 people in seven months sounds like a healthy one to me.

This summer, the newspaper industry has seen a wave of spin-offs, with Tribune and Gannett both forming publishing-only companies. E.W. Scripps and Journal Communications spin their combined publications off into a new company, Journal Media Group. This is an exciting time for the newspaper industry as these companies will now devote their undivided attention to their publications.

However, as with the investments last year, these spin-offs have been spun into more gloom and doom for the industry. It is simply not accurate.

In fact, buried in the depths of one particular article that signaled the death of newspapers is this gem of a sentence: “Newspapers continue to generate cash and solid earnings.”

Think about that for a moment – an industry that generates cash and solid earnings is on its death bed? I refuse to accept that.

What is true is our industry’s business model has changed dramatically in the past half-dozen years. In 2007, 80% of newspaper media revenue was generated from advertising. In 2013, less than half of total revenue (46%) was from advertising in the daily and Sunday print newspaper. Revenue from readers paying for print and digital news and information accounted for nearly three out of ten revenue dollars, up from less than two in ten in 2007. Income from new, non-traditional sources is now rising rapidly.

What is also true is that the public’s thirst for news keeps rising.

Data from the digital measurement firm comScore show that 161 million people visited newspaper websites in the month of March. We are witnessing audience increases across the country, from the aforementioned Washington Post to The Times-Picayune, which announced 5.6 million unique visitors to NOLA.com this July.

There is more demand than ever for news and journalism. There are also more competitors. There was no BuzzFeed or Facebook or Huffington Post 15 years ago. New digital channels offer consumers a dazzling array of options, all of which compete for time and attention. And advertisers face challenges in trying to catch up to these fragmenting audiences.

In my three years as CEO of NAA, I have witnessed an amazing transformation. Newspaper companies look drastically different in 2014 compared to 2011. There has been an increased focus on digital properties. Newspaper reporters and columnists have taken advantage of Twitter to build brands and large readerships. Innovation on the design side has led to beautiful works of long-form journalism, which include The Unforgotten by the Boston Globe and Breaking Ball from The Wall Street Journal that ran in July. Newspaper companies are using the power of their brands to create new, non-traditional streams of revenues from event hosting to digital marketing.

The evolution of the newspaper industry continues every day. The explosion of mobile readership thanks to smartphones and tablets has caused newspapers to create new mobile strategies. There is increasing demand from readers for more targeted content, which has given rise to niche sites and blogs developed by newspapers devoted to special areas of interest, such as food, high school sports and fashion.

For me and many in the newspaper industry, it is a fascinating and exhilarating time. We are in the midst of a dramatic, historic shift for an industry that has been around as long as the United States of America.

The world has changed and newspapers have changed. The notion of what a newspaper company is should change for the general public. It is no longer simply about print. It is about all platforms. People don’t think, “I’m reading the newspaper” when scrolling through nytimes.com, but they should.

Despite all the changes, one thing remains the same – newspapers still make money.
A chill for a cause
By Taylor-Ann Smith, Outlaw Partners’ Graphic Designer

The Outlaw Partners take the Ice Bucket Challenge for ALS on Aug. 20, a 45° F morning, outside their office in Big Sky.
PHOTO BY ERIK MORRISON

The ALS Ice Bucket Challenge escalated from a fundraising campaign to a viral Internet sensation, raising $31.5 million as of Aug. 20 for the ALS Association. Amyotrophic lateral sclerosis, often referred to as “Lou Gehrig’s Disease,” is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord.

In an effort to raise awareness and funds for the disease, the ALS Ice Bucket Challenge is a social media craze sweeping the nation. The challenge is simple: Pour a bucket of ice water over your head or donate to the ALS Association within 24 hours of being nominated. Once complete, you pass on the challenge to someone else. Famous figures, including Bill Gates, LeBron James and rock band Foo Fighters, have completed the challenge to increase ALS awareness.

It was a chilly 45° F in Big Sky on the morning of Aug. 20 when eight members of the Outlaw Partners (publisher of the Explore Big Sky newspaper) decided to take the frigid challenge. The Big Sky-based media and marketing company has said it will match the total amount its employees donate to the cause— and in following the rules of nomination, they have challenged fellow Big Sky businesses.

Outlaw Partners is challenging Big Sky Resort’s sales and marketing team, as well as Grizzly Outfitters, to not only complete the Ice Bucket Challenge, but also to match their respective employees’ donations. In addition, Outlaw challenged Montana Gov. Steve Bullock and Meg O’Leary, Director of the Montana Department of Commerce, to get drenched for the cause.

Montana Gov. Steve Bullock challenged all of Montana’s daily newspaper editors to take the ALS Ice Bucket Challenge

IR editor Greg Lemon readily accepted and took the challenge. In turn, Lemon leveled the Ice Bucket Challenge to four Helena community leaders: Mike Frank at Blue Cross Blue Shield of Montana; Cathy Burwell at the Helena Area Chamber of Commerce; Kent Kultgen at the Helena School District and Helena Mayor Jim Smith.

The ALS Ice Bucket Challenge is the latest craze to hit the nation and has been primarily a social media sensation. However, the challenge has raised millions of dollars for the study of ALS, a neurodegenerative disease that affects the brain and spinal cord. The actual amount raised is still unclear, but some media reports have said the ALS Association has received more than 600,000 new donors since July 29.

Bullock and Lemon will both donate $100 to the ALS Association as part of the challenge.


MT Standard editor takes ALS Ice Bucket Challenge

PHOTO BY WALTER HINICK/MONTANA STANDARD
Help ‘Save the Corr’
By Greg Corr, Publisher, Whitehall Ledger, Sept. 10, 2014

To say my life has changed this year would be an understatement. After being diagnosed with a sarcoma in my left thigh in February, I had two cycles of chemotherapy in March and April, radiation treatments in May and June and two more chemo treatments in August and earlier this month.

I had hoped the cancer would stay in my leg so that I could have the tumor surgically removed, but unfortunately the cancer decided to head to my lungs this summer, cutting down on my chances of survival tremendously. It’s really just a matter of time now when this cancer will take me down, but doctors have given me a little hope in the form of a trial drug. I hope to get the invitation to start taking this study drug later this month. It will involve moving to Seattle for a three-month period, living next to the cancer center in a germ-free environment and being closely monitored by medical professionals to see if the drug will work or not. If it does, they could potentially keep me alive for another year to two. If not, I would start taking another trial drug and hope for the best there.

So far, my cancer hasn’t given me much of a break, so it’s difficult to be hopeful, but I will continue the battle. My insurance does not cover room and board while I’m away from home and my wife Cheryl, so I’ll mainly be on my own during the three-month period this fall.

Asking for help isn’t in my nature, but I’ve decided to do it anyway to prevent myself from extreme financial stress.

I have started an account at Rocky Mountain Bank. I estimate my costs to be around $9,000, give or take. I know purse strings are tight for many in this area, but if you’re able, I’d appreciate it. Just make your checks payable to Greg Corr and drop off at the bank or at the Ledger office. God bless.

Three join Great Falls Tribune ad department
By Great Falls Tribune Staff, August 29, 2014

Three people recently joined the Great Falls Tribune’s advertising department.

Jennifer Sorenson is the Great Falls Tribune’s new advertising director. With more than two decades in the newspaper business, she comes to the Tribune from Southwest Newspapers, a group of weeklies that serves Minneapolis-St. Paul suburbs.

Sorenson oversees the advertising department, which includes digital, print and specialty products, as well as trains the team to cultivate strong local relationships to help our local businesses succeed.

A native of Green Bay, Wis., who “grew up in a pink house three houses down from Lambeau Field,” Sorenson also previously has worked with Gannett Wisconsin Media, as well as the paper in Portland, Maine. She has a degree in journalism, advertising and public relations from the University of Wisconsin-Oshkosh.

“I was looking to get back in Gannett,” which also owns the Tribune, she said. “I enjoy working with the company and the ever-changing digital world.”

Many Gannett media outlets have had an online presence since the mid-’90s. Sorenson said she’ll “continue to partner with local businesses and educate them on what we have to offer.”

Relocating here with her husband and two young children from Waconia, Minn., Sorenson finds people in Great Falls friendly. “I love the community and the river.”

Mike Lake is the paper’s new senior digital sales executive. He comes to the Tribune from Missoula, where he was a creative director and digital specialist at Montana Marketing Group, which serves The Missoulian newspaper and several other state papers.

A Missoula native who attended Montana State University and who has a degree in digital design, he will work at educating the local community on opportunities in digital marketing and the importance of a digital presence.

Tribune digital services can help businesses and organizations create websites from the ground up; improve their placement in search engines like Google, Yahoo and Bing, and upgrade their social media presence, all aiming at both desktop and mobile platforms. The Tribune also can facilitate other types of online marketing such as mass emails, and help businesses target online customers through demographics and analytics.

Lake was a graphic designer at The Missoulian for eight years and also worked at the Montana Standard and the Bozeman Daily Chronicle. Lake and his wife have two daughters, and he looks forward to finding good locations for fishing and hunting.
Rachel Preston is a new advertising sales executive. The Great Falls native recently graduated from the University of Montana with bachelor’s degrees in marketing and management. She will assist businesses with marketing plans to publicize their offerings in the Tribune, both in print and online, as well as on the paper’s new Great Falls Now! arts and entertainment app for iPhone and Android devices.

Preston said, “I love to go out and meet different people and find out how I can help them gain more customers. We have lots of business marketing options.”

A Great Falls High School graduate, she likes spending time outdoors and hiking.

Kalispell Daily Inter Lake celebrates 125th year

On August 31, the Inter Lake commemorated its 125th year as the first and best newspaper in northwest Montana. The Inter Lake was founded in Demersville, a few miles south of present-day Kalispell, by C.O. Ingalls and his wife, Emma, who later went on to be one of the first women legislators in Montana and a successful storyteller in her own right. The first issue of the then weekly publication appeared on Aug. 23, 1889, and Ingalls later oversaw the migration of the newspaper plant to Kalispell in 1891 - lock, stock and printing press - along with the rest of the town of Demersville.

Mr. Ingalls set the bar high with the very first issue when he wrote: “This paper is owned by no political party or clique and proposes to work faithfully for this portion of Missoula County and its citizens.”

Through the years, we think we can accurately say that the editors and publishers of the Inter Lake have taken that proposal seriously, and have continued to promote the interests of what is now Flathead County and its citizens regardless of political pressure, commercial pressure or any other kind of pressure.

Times have certainly changed since 1889, but the importance of newspapers has not. Indeed, it strikes us that as the pace of change has increased over the past few decades, the role of the Daily Inter Lake as a permanent record of what Flathead County has been and aspires to be is more important than ever.

We hope you think so, too, and we’d like to share an afternoon with you, our readers and advertisers. On Thursday, Sept. 25, we will celebrate our 125th anniversary with a barbecue from 11 a.m. to 5 p.m. in our front parking lot. We couldn’t have done it without you.

Editorials represent the majority opinion of the Daily Inter Lake’s editorial board.

Mark Heintzelman new publisher of The Missoulian

Heintzelman, formerly of The Missoulian and currently publisher of The Sentinel in Carlisle, Pennsylvania, succeeds Jim McGowan, who has returned to his previous position as director of sales and marketing.

“In returning to The Missoulian, Mark brings a keen knowledge of the market, as well as friendships with many of our advertisers and readers,” Lee Regional Manager and Casper Star-Tribune Publisher Nathan Bekke said. “We are fortunate, too, in regaining Jim’s full focus on our sales and marketing initiatives as we continue to expand our print and digital services.”

Heintzelman joined Lee in 1997 at The Missoulian, where he served as assistant controller before advancing to assistant controller at the Billings Gazette in Billings, Montana. In 2006, he became controller at the Daily Herald in Provo, Utah, where he also led the Lee regional finance center. He was appointed publisher in Carlisle in 2011.

“I am extremely humbled to be appointed publisher of The Missoulian, missoulian.com, Ravalli Republic and our other exciting digital and niche products,” he said. “It is an incredible privilege and honor to be a part of this organization and what it represents to this amazing community. The Missoulian is built on a tremendous foundation of community journalism, driving commerce and growing audience, and I am ecstatic to work with the fine team at The Missoulian to continue expanding on our heritage.”
Keith & Keri Hanson

By Anne Boothe, Triangle Communications

The best entrepreneurs share a collection of characteristics, from tenacity, to the ability to tolerate risk, to passion and flexibility.

Keri Hanson, who owns the Blaine County Journal-News Opinion with her husband Keith, says it was the desire to “not be tied to a time clock” when it came to their three young daughters that led them to entrepreneurship, or in her words, “the start of our big adventure.” She adds, “We truly appreciate the flexibility of being our own boss and we work hard to provide that same opportunity to our employees, attempting to manage schedules around family and our community when we can.”

Keri and Keith were both raised on the Hi-Line, living and working their early married life in Havre. Keith started with the Havre Daily News as a bundle dropper and Keri worked at Bear Paw Credit Union. That evolved to the print shop where he learned all aspects of operating and managing the printing press. It actually was a phone call from the previous owners that led them to Chinook and business ownership. The newspaper is a combination of the Chinook Opinion, the Harlem News and the Blaine County Journal and dates back to 1890. Celebrating the 125th anniversary this year, the Hanson’s are proud of the accomplishments under their ownership and the fact that they have been able to expand operations by acquiring the Big Sandy Mountaineer in 2009. All news printing is done in house utilizing an extensive line of a five unit Goss Community Press from the 1950s that still runs great.

A recently acquired CTP or Computer To Plate machine (a rarity among weekly newspapers, especially in Montana), has saved a lot time and expense by not needing a darkroom. Including themselves, the Hansons have 13 full and part-time employees. This includes reporters in each community, graphic designers, advertising manager, proofer and high school students who help as needed. They do custom printing of full color posters, signs and business cards and stationery items and have retail sales of paper and office supplies in their storefront.

Triangle’s Anne Boothe and Tom Metcalfe visited recently to view staff and machines in action. The 1955 model press takes all of Keith’s attention and expertise during the printing process, making manual adjustments to color, application rates and folding mechanisms. Each newspaper section, which is anywhere from 4-10 pages, takes 15-20 minutes to print and both newspapers are printed on Tuesday with color options available for the outside folds. A large crew gathers to assemble the newspapers, inserting flyers and packages for the weekly distribution of 2,000 copies of the Blaine County Journal-News Opinion and 800 Big Sandy Mountaineer newspapers. It’s a fun environment with a mix of staff, family and friends.

“We’ve had challenges, many doubted we could effectively print in-house, as most weekly newspapers take their printing out of town to larger operations,” says Keith. Keri adds, “We’re fortunate to work in such great communities. Keith personally goes to Big Sandy on Wednesday and we have great employees there, as well as here in Chinook.”

Yep, the Hansons meet the definition of entrepreneurs.

Bozeman Daily Chronicle announces three new hires

Ryan Franke joined as the digital sales manager. Franke will work with sales staff and advertisers to develop effective strategies for Internet and mobile advertising. He holds a business degree from Montana State University and previously worked with Uplanders Warehouse’s e-commerce site, Simms and Printing for Less.

Stevie Croisant joined as an advertising writer and special products coordinator. She has an English and journalism degree from Monmouth College and was editor-in-chief of the college’s newspaper.

Brooke Benson joined as a graphic designer. She graduated with a graphic design degree from MSU and interned at Flying Horse Communication and worked as night auditor at Motel 6 while in school.
Bitterroot icon: Ravalli Republic

By Michelle McConnaha

Each Bitterroot Valley town had newspapers - sometimes political, sometimes just the news of the day. They are a physical record keeping of our births, deaths, businesses, tragedies, joys, happenings and trends.

The Bitterroot Bugle was founded in Grantsdale in 1889, the same year that the Montana Territory became a state. The Bugle moved to Hamilton in 1890 and was renamed the Bitterroot Times. It was bought in 1900 by the Ravalli Republican, which merged with the Ravalli County Democrat. In 1922, it moved to its current location.

Over the years, the newspaper gobbled up the North West Tribune (founded in Stevensville in 1886), the Western News (founded in Stevensville and moved to Hamilton 1894), the Corvallis New Idea, the Darby Dispatch, the Darby Bulletin, Victor's The Bitter Root Journal (1908) and Woodside’s Baptist Mountaineer.

On November 7, 1989, in an article celebrating a century of Montana statehood, the Ravalli Republic boasted in a front page article: “The Ravalli Republic has been on the leading edge throughout its long history of reporting everything from the coming and going of valley residents, marriages and parties, sports, lost livestock, international finance, politics, murders and mayhem, to war bond drives. The times and temper of Bitterrooters are reflected in the newspaper’s 100 years of publishing.”

Nowadays, the Ravalli Republic is owned by Lee Enterprises. The Hamilton office remains open on Main Street, with a staff of 10 local reporters, advertising sales reps and business managers. The newspaper remains a vital part of life in the Bitterroot Valley, the leading source of local news and information. New in recent years is the newspaper's website, RavalliRepublic.com, where news and feature stories are updated around the clock, keeping residents abreast of news from around the world, as well as locally.

Every day, the Ravalli Republic is creating a history book and giving a common base - a community all on the same page.

The Ravalli Republic is an icon of the Bitterroot Valley - telling the victories, defeats, and heart-tugging moments that are our lives - those blessed to live in the shadow of the Bitterroot mountains.

Carol Crittendon promoted to publisher of Sidney Herald

Crittendon, who is currently the advertising director of the Roanoke Rapids Daily Herald, will assume her new duties as publisher on Oct. 1.

Crittendon just celebrated 18 years in the newspaper business. She started her career in the Seattle area with the former King County Journal Newspapers, where she was a recruitment sales specialist in the classified department before being promoted to telephone sales supervisor. She spent time as classified advertising manager at the Great Falls (Montana) Tribune, San Angelo (Texas) Standard-Times, the Topeka (Kansas) Capital-Journal and The Berkshire (Massachusetts) Eagle. She progressed to targeted media publications manager with the New Haven (Connecticut) Register and The Republican in Springfield, Massachusetts. Crittendon has been the advertising director with The Daily Herald for the past three years. She is the mother of Amelia, 7, and is looking forward to returning to Montana.

“I am very pleased we could promote someone as promising as Carol from within the Wick Communications organization,” said Wick President and CEO Tom Yunt. “This internal promotion is a strong signal to others within Wick to aspire for bigger and better professional opportunities in the company.”
is our new statewide public notice and legal advertising website

The website is made possible thanks to you, our members, and your dedication to code your public notices and upload your newspaper pages. This is the second ad in an ongoing series to promote the value of public notices and the website to our readers. We encourage you to publish the promotional ads as often as possible, especially prior to the 2015 Montana legislative session. Ads can be found in a folder at the MNA ftp site.

New NAA Research:

57% of adults use newspaper media for shopping, planning and purchasing decisions in an average week

By Sean O’Leary, Director of Communications, September 11, 2014

New research from the Newspaper Association of America reveals that eight in 10 U.S. adults—79 percent—took action in the past month as a result of seeing a newspaper ad. In an average week, more than half of U.S. adults—57 percent—say they have made a shopping decision based on a newspaper ad, whether in print or online.

These findings are highlighted in “How America Shops and Spends 2014,” a survey of more than 1,500 adults conducted for NAA by Frank N. Magid Associates. The goal of the survey is to discover patterns of behavior from consumers by focusing on how advertising media is used for shopping and purchasing, the role of newspaper media in these decisions and the evolving use of inserts, coupons and online shopping.

“The research found in “How America Shops and Spends 2014” confirms that newspaper media continues to be a powerful asset for advertisers to engage consumers and encourage them to make purchases,” said NAA President and CEO Caroline Little. “Newspapers continue to reach massive audiences through print, digital and mobile platforms. Those audiences are invaluable to advertisers. The research reveals that consumers value ads in newspaper media for a variety of reasons, including the fact that newspapers are trusted and provide quality journalism and local content.”

- Four in 10 adults have taken an action online as a result of reading or seeing an ad in a print newspaper in the past 30 days.
- Preprints in the weekday and Sunday newspaper move consumers—not just self-described newspaper readers—to act in a variety of ways. Nearly eight in 10 (78%) adults have taken some action in the past 30 days from an ad in a circular appearing in the newspaper package.
- Of the 51% who sought out circulars online in the past 30 days, more than eight in 10 of them (86%) took some action in the same time period as a result of a print ad circular delivered in the newspaper.
- Newspapers are the leading medium consumers use for coupons. Seven in 10 (69%) cite the Sunday or weekday editions as coupon sources.
The Statewide Classified Advertising Network (SCAN) and Statewide Display Advertising Program (SDAP) have expanded to be used more and more throughout the state—and even by advertisers out of the state—to advertise everything from a goat for sale in Galata to a job opening in Opheim!

Basically, for one low price, an advertiser’s message and call to action is spread throughout participating newspapers across the state, reaching nearly 400,000 readers. Clients love it because it’s one ad, one placement with MNA, one price and one payment. All those “ones” add up to a multitude of exposure! Participating newspapers selling the statewide ads love that they keep 50% of the revenue. All participating newspapers benefit from the dividends paid back to them as a percentage of statewide advertising revenue each quarter.

Amy Moore, at the Lewistown News-Argus, recently shared some of her tips for successful selling and servicing of the MNA Statewide Advertising Programs. According to Amy, there are some new and emerging markets that are seeing results for advertisers. In addition to traditional categories such as real estate, land, auctions and events, Amy is placing ads for adult children seeking assistance and care for their elderly parents residing in Montana; prefabricated buildings and storage shed manufacturers; non-profit event fundraisers; outfitters and vacation home rentals, especially at peaks in seasonal recreation and tourism. She remarked that an individual needing to sell a home quickly priced and marketed it as a “bargain” property for sale listing in the statewide program. The results were almost overwhelming, the advertiser having received more than 100 calls within the first few days.

Amy also leverages the statewide ads with a complementary repeat of the ad on the newspaper’s social media pages, which costs nothing but adds tremendous value in the eyes of the advertisers and readers! She also gives three free runs of their SCAN ad in the classifieds section.

Ten participating newspapers sold more than half of the total statewide ads placed in August, keeping more than $3,000 in revenues for themselves. Some clients run the same statewide ad every week, year after year. For one newspaper, that translates to $7,748 annually from two such clients! Thanks to these statewide ad sellers: Yellowstone County News, Billings Outpost, Dillon Tribune, Lewistown News-Argus, Bitterroot Star, The Laurel Outlook, Bozeman Daily Chronicle, Choteau Acantha and Sanders County Ledger.

The statewide ad program is easy to get started if you haven’t yet participated. Contact Randy at the MNA office to be included as a participating member newspaper. To help promote your newspaper’s participation, take advantage of the sales materials available in electronic form from the MNA FTP site. They can be found in the folders labeled SCAN & SDAP Sales Materials and SCAN &SDAP Promo Ads and Customizable SDAP & SCAN Promo Ads (these can easily be customized for each respective newspaper).

Review the details on the MNA website, which includes a user-friendly map of participating newspapers, rates, sizes and deadlines. Call Kev Campbell at (406) 443-2850 or e-mail her at campbell@mtnewspapers.com.

Amy Moore, Advertising Sales Manager, Lewistown News-Argus, assisting her client, Terry Selph.
Don’t Forget Bridge  
One of Adobe’s most useful tools

Kevin Slimp  
The News Guru

ckevin@kevinslimp.com

Checking my email has produced better than usual results this morning. Besides looking over questions from readers and browsing through the more than 2,000 spam messages I receive on an average morning, I’ve enjoyed seeing responses coming in from a survey that I posted late yesterday. As newspaper associations and groups throughout North America have begun sending requests to their newspaper publishers and managers to complete the survey, responses are arriving at the rate of one to two per minute this morning.

Survey questions relate to advertising, social media, industry evolution, technology and more. If you haven’t completed the survey, visit http://ow.ly/B5CoF to share your responses.

Adobe Bridge: The most underused tool in Adobe’s Creative Suite/Cloud

I have to admit: I’m as much to blame as anyone. Honestly, I figured everyone was already using Adobe Bridge, so I’ve put much effort into teaching Bridge tools at workshops and classes over the past few years.

Longtime photo editors remember the Browser from versions of Photoshop prior to CS2. Since then, Bridge has been included in all Creative Suite/Cloud packages and also trips to train small and large newspapers in several states, I noticed that most designers and photo editors rarely, if ever, use the Bridge. As a result, I added a Bridge class in a day long training session for a large paper in California in September, and the response was pretty surprising. Almost everything I taught was new to everyone in the group.

What is Adobe Bridge?

First and foremost, Adobe Bridge is a digital asset management application. It keeps track of your files, whether they are photos, PDFs or whatever, and makes them easy to find and display intuitively.

The most common use for Bridge is simply finding files. Click on a folder or drive and see thumbnails of all the files basic information to an image file, such as height, width, file format and time the image was taken. These are all included in the metadata.

When I visited with Jean Matua, Minnesota publisher, three years ago, she asked how we could create a photo archive that would enable her staff to easily pull up any image from the past. We did that using Adobe Bridge. By adding keywords into the metadata of each image, a process that takes just a moment, the picks can be found in a matter of seconds with a simple search in the future.

I’ve used a variety of Bridge tools since Photoshop added the Browser way back in March 2002. My favorite has been the “Batch Rename” feature, which allows me to take all – or any selected - images on a camera card and move or copy them to a new location with the name of my choice.

Users can select “Batch Rename” in Adobe Bridge to move, copy and rename groups of photos from one place to another.

The Image Processor allows Bridge users to convert files and run Actions on large groups of images.

In that location, I’ve found the Bridge most useful for browsing pictures on a camera card and quickly deciding which to keep and which to discard. Not only can you search files by name, users can find files using metadata. Metadata is a set of standardized information about a file, including author, resolution, color space, school game and place them in a designated folder with the names “2014Football-001,” “2014Football-002,” etc.

The Image Processor is another valuable tool in the Bridge. With it, I can select a folder full of images and convert them to JPG, TIF or PSD format with the click of a button. Even better, the Image Processor allows me to run Photoshop Actions on all images in a folder at once, without leaving the Bridge.

I’d almost forgotten how easy it is to create web galleries using the Bridge. By simply selecting a folder or group of images, then clicking a few buttons, I have a complete gallery of images, in whatever format I choose, ready to upload to an FTP site. This means a user can literally create a Web page catalog of hundreds of photos, which can be clicked and enlarged on the screen, in a matter of seconds.

There’s more to Bridge. Edits made through Camera RAW are actually non-destructive. The settings are saved in an external file instead of embedded into the image. Sure, you can edit your RAW images in Photoshop, but working in Camera RAW in the Bridge is quicker.

Users can create image catalogs, assign copyright messages, export files for social media and more. Needless to say, Adobe Bridge is a valuable tool in any designer or photo editor’s arsenal.

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