National Newspaper Week (NNW) is October 6-12, 2013

2013 marks the 73rd 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 no charge to newspapers across North America.

The theme of this year’s NNW is: “Your Community, Your Newspaper, Your Life.”

Please promote National Newspaper Week heavily by downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers to our local communities. Please also editorialize locally 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.

The following URL will lead you to ads, editorials and other content and marketing tools.

http://www.nationalnewspaperweek.com/nnw/

Vizzutti photo earned the MNA Better Newspaper Contest Division 3 BEST NATURE PHOTO AWARD and runner up for the Mel Ruder Photojournalism Award.

A yellow leaf of an aspen tree drifts to the ground near Beaver Lake on Sept. 20, 2012, the day before the official start of fall. The photographer spent about an hour chasing the falling leaves trying to catch one in the foreground with the changing fall colors in the background.

Lido Vizzutti
Flathead Beacon
MNA President’s Column
By Tom Eggensperger

We had the unique good fortune recently to accompany the Bobcats on their trip to play SMU.

Although the game didn’t turn out as we’d hoped, the trip was a great experience. One of the best features was the great people we met. Our seat mate on the trip down was Sgt. Pat McLaughlin, an officer with the Montana Highway Patrol. McLaughlin had the unique responsibility of shadowing Coach Rob Ash. From two hours before the game until the coach gets back on the bus to the airport, or the end of the game if it were in Bozeman, Pat would be right there, or a few steps behind, keeping an eye on the coach and, of course, getting a ringside seat for the action.

We got to talk to him about the job and found it to be not exactly what we expected. We had assumed the duties were related strictly to keeping the coach safe.

That isn’t the whole story. Although security and protection are a key responsibility, the officer is also there to help find the other coach at the end of the game, to help the media find the coach for interviews and to present a good image of Montana and Montana law enforcement.

“For us it’s a great opportunity,” McLaughlin told us. On the road, Pat finds the shadowing role provides a chance to interact with other law enforcement agencies to share ideas and, when he can, promote the Montana Highway Patrol, especially to young people and players.

He added that he plays a similar role in the Bozeman community. Instead of just being a law enforcement officer to respond to incidents, he’s out meeting with the public, talking with students and having discussions with the media. He finds that the better relationship the Highway Patrol has with the media, the better they can work together. We found his approach to be just what we all seek in our relationships with the public.

Our ability to report the news depends on establishing good relationships and tending those so they can help us do our best job of reporting.

One of the challenging issues we continue to hear is the relationships with law enforcement and being able to get information when a deadline nears or a story needs those extra facts to be complete.

It was refreshing to hear what Sgt. McLaughlin had to say. He told us he gives out his personal cell number so reporters can get in contact with him. He wants to be available, to share the information he can and to help us do our job. In return, he asks that we be there, if needed, to help him seek information that can help keep the public safe or help gather information.

He only asks that both parties treat the other with respect.

Patrolman McLaughlin exemplifies the relationships we strive for in our business dealings. He offers a relationship based on trust, respect and without unreasonable expectations.

His attitude with respect to the Highway Patrol reflects as well the relationship that we should have as members of our association. While we have our personal and business goals to meet, we all benefit when we can help each other and share ideas and strategies.

I look forward to continued growth, education opportunities and networks in the MNA, just as Pat finds as the escort officer at football games.

Now, if Jim can just arrange for all of us to have sidelines seats for our favorite teams.

Tom and Bina Eggensperger own and publish the Sanders County Ledger in Thompson Falls.

Tom serves as the current MNA President.

MNA Calendar
September
20 MNA and MNAS Fall Board of Directors’ Meeting, Butte

October
1 Deadline to submit USPS Statement of Ownership (PS Form 3526) with your local post office http://about.usps.com/forms/ps3526.pdf
2 2014 Rate & Data Questionnaire sent to all Papers
5 Deadline to submit articles for October Press Pass
6 National Newspaper Week The theme this year: “Your Community, Your Newspaper, Your Life.” http://www.nationalnewspaperweek.com
17-19 Institute of Newspaper Technology - newspaperinstitute.com
18 Deadline to submit articles for October Press Pass
27-29 Inland Press Association 128th Annual Meeting, Renaissance Chicago Hotel Register at www.inlandpress.org

November
1 Deadline for 2014 Rate & Data Questionnaire to be RETURNED.
MEMBER PROFILE

Jacques RUTTEN
Publisher, Lewistown News-Argus

Personal Stats
Born: 1971, Fargo, ND
First Newspaper Job: Sports Editor for Lewistown News-Argus
Family: Wife Kristin and four kids ranging from age 5 to 18
Education: Business Degree from MSU
Community Involvement and Diversions: Serve on Board of Directors for local Boys and Girls Club, Rotary Club, Ducks Unlimited, Lewistown Ice Skating Association and Montana Newspaper Association. Enjoy fishing, hunting, hockey and all things outdoors with the kids.

How did your career lead you to where you are now?
My father owned a road construction company in North Dakota and I began working for him when I was 13. He was a great business manager and taught me the value of treating employees well. After college, I lived out a boyhood dream of living in Alaska and working as a grizzly bear hunting guide, before returning to Bozeman to help start a business.

By my mid-20s, I had decided that I wanted to be involved in writing and wanted to live in Lewistown. At the time, I was freelancing for several outdoor magazines. Out of the blue one day, I walked into the News-Argus and asked if they would take a chance on a new reporter. Within weeks, I knew I had found my calling. And the best part is, my future wife was hired as a reporter a few months after I arrived.

What’s the most important thing you learned?
I have had the good fortune of working for three men who I think are among the finest community journalists in the country: Ken and Dave Byerly and now John Sullivan. They have taught me that if you want to have a profound impact on the place you live and the people who live there, there is no better opportunity than being a community journalist.

What aspect of the job do you find the most rewarding?
My time to write has diminished as my management duties have increased, but when I make the time to write a column or editorial, I am reminded why I fell in love with this type of work so many years ago and why I still believe it is the greatest profession in the world.

What aspect do you find the most challenging?
The question I find most challenging is this: “How will we be delivering local news and advertising to my children when they are my age?” I have no doubt they will still want to read the local news. My challenge, and that of our whole industry, is figuring out how to present that news to them in a way that keeps our newspaper viable and profitable.

What have you done to enhance the impression of the News-Argus in your area?
Our newspaper began as the Mineral Argus 130 years ago. Since that time, many great newspapermen and women have helped us build a reputation as Central Montana’s most trusted source for news and advertising.

We do many things in our community each year to enhance the impression of the News-Argus, but nothing is more important than carrying on the legacy that was established by our predecessors.

What is your digital strategy right now?
We currently have a vibrant, interactive website and are about to launch an e-edition. We are not active with social media like Facebook or Twitter, but we continue to evaluate the latest digital methods for presenting the news and advertising.
Great Falls Tribune challenges readers to “Test yourself with Tribune’s News Quiz”

Plenty of people follow the issues of the day in central Montana and around the state.
Now there is a handy and entertaining way to test your knowledge and comprehension of issues from Great Falls, northcentral Montana and statewide through the Great Falls Tribune Weekly News Quiz, which can be found at www.greatfallstribune.com.
Topics include news, sports, entertainment and more, and there even are prizes for lucky winners.
If you score 70 percent or higher, you will be entered in a drawing to win a gift card to Borrie’s Family Restaurant in Black Eagle. The weekly prize will change over time, spotlighting area businesses.
All questions are based on news stories, features and other content published by the Tribune during the previous Sunday through Saturday. The quiz questions come out each Monday morning on the Tribune’s website. Possible multiple-choice answers are listed to each of 10 questions. This week’s questions include the title of Great Falls author Jamie Ford’s new novel, and the prevalence in Montana of mosquitoes known to transmit the deadly West Nile virus to people.
This is not like being in school, where tests could be mandatory and nerve-racking. This is a fun thing to do with a potential reward at the end.

The Tribune Weekly News Quiz is the brainchild of Tribune Digital Content Editor Allison Franz, who compiles the questions and answers each week, assisted by the reporters who write the stories.
Responses from the newspaper’s online readers have been good so far, Franz reports.
“People seem to have fun with it,” she said. The weekly quiz showcases the wide variety, depth and breadth of the Tribune’s coverage, day in and day out.
According to Franz, people who take the quiz are asked to enter an email address for the answers to be tallied. The email address enables the newspaper to contact a weekly prize winner via email, she said.
The Tribune Weekly News Quiz is available throughout the week, but the early bird catches the worm. The prize winner is chosen Tuesday morning, so it’s best to fill out the quiz anytime each Monday, or bright and early on Tuesday, to make sure you are considered for the weekly prize.
Watch for the weekly Tribune News Quiz online Mondays on our website at www.greatfallstribune.com, and then check your email Tuesday afternoon or evening to see if you’re the winner.
Sometimes it pays to be well-informed.

"Color me rad" is the title given to this stunning photo by Casey Page, Billings Gazette.
We welcome your photos for the mtnewspapers.com gallery. Please email a jpg and description to jim@mtnewspapers.com
New Managing Editor at Livingston Enterprise

The Enterprise welcomes a new managing editor as it bids good-bye to a newsroom leader who has been at the helm since 1996.

Justin Post, 36, takes over the reins from outgoing Managing Editor Stephen Matlow, who is retiring.

Post last worked in Helena as communications director at the Montana Public Service Commission. Before that, he was a reporter for five years at the Montana Standard, where he covered beats like the environment and city-county government.

Previous to these assignments, Post’s journalism career included outdoors reporting in Idaho; working as an investigative reporter in the Youngstown, Ohio, area, where he grew up, and for a paper southeast of Chicago, where one assignment took him into Mexico to cover the drug trade.

He makes his new home in Livingston with his wife, Emily, and two young sons, Henry, 2, and Ernest, 6 months.

“My family and I are excited to be part of such a community-oriented town,” Post said. “We’ve had a great experience moving to Livingston. It’s the kind of place where people stop and introduce themselves while you’re moving boxes into your new house, and that’s what we like about the place. We’re thrilled to be here.”

Post said he wants to focus on investigative projects and take an in-depth look at issues that impact the community, as well as grow The Enterprise’s readership.

Outside of the newsroom, Post, an avid outdoorsman, loves to fly-fish and hunt. He also enjoys reading and writing fiction.

New publisher at Independent Record and Montana Standard

Tyler Miller was announced as the new publisher of the Independent Record and the Montana Standard.

Miller takes the helm after publisher Randy Rickman resigned in May.

Miller and his wife, Carrie, plan to relocate their family of four children to Helena from Ellensburg, Wash., where Miller had worked as advertising manager and then publisher at the Daily Record newspaper since 2008.

Miller, 34, was promoted to publisher of the Daily Record in 2010. He previously managed retail, classified and digital advertising for Colorado Community Newspapers, covering 13 communities in the Denver region. His career also includes serving as a sales and marketing executive for the Idaho Statesman in Boise and as retail and online sales manager for The Daily Universe student newspaper at Brigham Young University in Provo, Utah.

Miller started out at BYU studying electrical engineering, but graduated with a bachelor’s degree in marketing. He worked in advertising at newspapers in Denver and Boise, Idaho, after graduation.

Miller hopes to unite the departments at the newspapers with a common goal: to produce quality products. He called a quality newspaper an “unbiased vehicle” with fair coverage and diverse information unavailable elsewhere. He also embraces a strong digital presence for newspapers, but does not see an end to print media. Miller is an avid outdoorsman and enjoys fly fishing and hunting, but admits he has a struggling golf game.

“My family and I love Helena,” he said. “We’re excited to call this our home and raise our family here.”

Big Sky Weekly changes name, expands readership

On July 12, the Big Sky Weekly became Explore Big Sky, the newspaper. EBS publisher Eric Ladd, along with the editorial team, felt a re-brand was in order – one that started when his firm, Outlaw Partners, bought the paper in 2010.

“We wanted to stay true to our roots in Big Sky, yet still have regional appeal,” said Ladd, who purchased the 20-year-old paper from former publisher Faith Malpele. Under his leadership, the first issue of the new Big Sky Weekly came off the presses on Oct. 29, 2010.

“When we bought the paper in 2010, it was in dire straits,” Ladd said. “We asked ourselves, ‘Does this thing still have a breath of life in it?’ And the answer was yes.”

The newspaper went from weekly to biweekly, and the team launched explorebigsky.com in an effort to reach a broader audience, including people around the world who follow Big Sky and southwest Montana news.

“We found our readers appreciate more thoughtful stories,” Ladd said, emphasizing that while the EBS team can produce more in-depth reports, it also covers breaking news stories online. “The name change broadens our reach. It was a natural progression.”

EBS articles cover local business and sports, school news, meetings, resort news from Big Sky Resort and Moonlight Basin, the Yellowstone Club, Lone Mountain Ranch and the Club at Spanish Peaks, as well as news and lifestyle pieces from around our region and state.

“Our reach begins here, but it goes beyond Big Sky,” said Outlaw Partners COO Megan Paulson. “We strive to represent a larger collection of news and lifestyle coverage that not only applies regionally, but ‘Big Sky’ country and the Yellowstone region as a whole.”

With significant distribution in Bozeman, Belgrade, Livingston, Gardiner and West Yellowstone, the paper has more than 40,000 readers every two weeks. For the month of August, explorebigsky.com’s analytics indicate over 10,000 unique visitors from all 50 U.S. states and 79 countries.
**The Missoula Independent seeks a professional, highly motivated Sales Manager**

We’re looking for a skilled leader to supervise a staff of display and classified sales reps, cultivate vital prospects and also provide some hands-on account management. Applicants should have a background in media, be goal-oriented, an excellent communicator, creative and driven to succeed. Sales management experience strongly preferred. This job opening represents an extraordinary opportunity for a strong leader looking to work in a super-stimulating environment. Send résumés, including salary expectations, to Publisher, P. O. Box 8275, Missoula, MT 59807 or email to LFoland@missoulanews.com. EOE

**Livingston Enterprise welcomes new sports editor**

The Livingston Enterprise recently hired Anthony Varriano, 27, as the new sports editor. The Glendive native moved to Livingston from Bozeman this week and joined the paper’s editorial staff in August. Varriano previously worked as a reporter with the Exponent at Montana State University, where he covered sports and assisted with the paper’s award-winning election coverage. In 2009, he earned his bachelor’s degree from MSU in marketing and film and is pursuing a master’s degree in English. Varriano is responsible for editorial content on the paper’s sports pages, coverage of Park County sports and long-term planning for sports coverage. Varriano is an avid skier, camper and mountaineer, and says he has a struggling golf game.

**New reporter on the beat with Three Forks Herald**

Louisa Provenza is a new reporter for the Three Forks Herald, having recently moved from Sidney, where she worked at the Sidney Herald covering northeast Montana—from city and county issues to schools and especially the Bakken oil boom—earning a number of Montana Newspaper Association awards. Louisa looks forward to getting to know area residents, digging into the issues and making a notable contribution to a growing newspaper. Louisa will cover general assignment news with an occasional feature or column.

**Daily Inter Lake sports editor honored**

Daily Inter Lake sports editor Dave Lesnick was honored August 30 by Glacier High School for his contributions to local prep sports over a career that has spanned 21 years locally and nearly four decades overall. During the award presentation, Activities Director Mark Dennehy complimented Lesnick for doing “an amazing job” and thanked him for “keeping things positive in his reporting of local sports.” The plaque presented to Lesnick commends him for “37 years of journalism excellence.” That takes into account Lesnick’s experience prior to the Inter Lake, including six years as sports editor at the Helena Independent Record and stints at newspapers in Williston and Wahpeton, N.D., and Pontiac, Ill. “The Inter Lake is proud of Dave’s many accomplishments and happy to see him recognized publicly for his hard work and caring attitude,” said Inter Lake managing editor Frank Miele.

**Hate, plagiarism and letters to The Gazette**

Letters to the editor rarely make news, but a letter submitted by Yellowstone County Treasurer Max Lenington got the attention of a national columnist who says his work was plagiarized.

The Billings Gazette’s policy is to confirm letters to the editor with a phone call or another letter before publication. Through that process we strive to ensure that the person whose name is on the letter actually wrote the letter.

We sometimes see letters that are not the original work of the person who put their name on the letter. We don’t print letters that we know have been plagiarized. We simply ask people to state their opinions in their own words.

However, Lenington is an elected county official. Voters deserve to know what he says about President Obama. That’s why his letter was printed, before the opinion editor knew about the plagiarism allegation. Lenington also serves as county assessor and superintendent of schools because the county commission consolidated those offices.

His title of school superintendent has created some confusion. He isn’t involved in operating or leading any local schools. Each school district has an elected school board and the board hires a superintendent, principal, or (in the case of very small districts) a head teacher. The Yellowstone County Superintendent’s duties boil down to processing paperwork required by the state, a job that a clerk in Lenington’s office handles. If there was a need for the county superintendent to conduct a hearing in a school, Yellowstone County would contract that work to a qualified education professional.

The subject matter of his letter raises an additional concern. We print many letter from people who disagree with Obama, letters from people who criticize the president and other public officials. People are entitled to their opinions. However, hate is not OK. Hate is a horrible word that officials. Lenington failed to demonstrate many of those qualities.

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The Billings region is our home. We believe most of our neighbors want our growing community to be welcoming and inclusive. We invite readers, including Lenington, to join the Voice of the Reader forum to protest, urge, praise and complain—so long as they are civil, honest and say it in less than 250 words.
Two better than one; Bozeman Chronicle adds 2nd crossword

The August 16 edition of the Bozeman Chronicle brought back its previous crossword, as well as the cryptoquip puzzle. Responding to reader surveys, the Chronicle earlier in the week replaced its longtime crossword with a more difficult version provided by the Los Angeles Times and a math puzzle, KenKen, to replace cryptoquip. While some feedback was positive, many readers were upset with the changes. Rather than replace the old standards, the Chronicle now offers two crosswords Monday through Saturday, as well as both KenKen and cryptoquip.

Anaconda High student joins Anaconda Leader staff

Samantha “Sam” Hofland, a junior at Anaconda High School, has joined the Leader staff this year as part of the Core class at AHS. Hofland began her work with the Leader by writing the “Copperhead Questions” feature, asking students and teachers their opinions about a different topic each week. “I like to see what people do,” Hofland said, adding that one of her writing interests is criminal justice. Hofland is considering attending the University of Montana School of Journalism after graduation.

Casper editor Darrell Ehrlick to lead Billings Gazette newsroom

The new editor of The Billings Gazette is Darrell Ehrlick, a Billings native who now is editor of the Casper Star-Tribune in Wyoming.

Mike Gulledge, vice president of sales and marketing for Lee Enterprises and publisher of The Billings Gazette Communications, announced the choice Monday.

“I am thrilled Darrell will be joining us. He has a terrific track record of success in Lee as an editor and journalist,” Gulledge said. “I was extremely fortunate to have the opportunity to select Darrell from a powerful list of finalists.”

Ehrlick will take over as editor of Montana’s largest newspaper on Sept. 30. He replaces Steve Prosinski, who was editor for 13 years and led The Gazette to being named the state’s best large daily newspaper six times by the Montana Newspaper Association.

Ehrlick has been editor in Casper since December 2011.

“I’ve been privileged to be a journalist in some other great communities, but the opportunity to come back where you were born and raised and where you still have family was an opportunity I couldn’t pass up,” Ehrlick said.

The Gazette is a voice not just for Billings but also the whole state of Montana, he said. He wants to build on that strength while reaching new digital readers.

“Happily, this is a newspaper we are positioned to exploit the digital side of things,” he said. “I am thrilled Darrell will be joining us. He has a terrific track record of success in Lee as an editor and journalist,” Gulledge said.

“Lee follows a business model that has worked very well over the decades,” he said. “I was extremely fortunate to have the opportunity to select Darrell from a powerful list of finalists.”

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“I’m greedy, and I want all the audience we can have,” Ehrlick said. “How do we reach them on new devices, whether that’s social media or a tablet or a phone or whatever is on the next horizon?”

During his tenure with Lee, Ehrlick’s newspapers have won three Lee President’s Awards, including an award for spirit in 2010. In Minnesota, he was given the “Friend of Minnesota Newspapers” award for his work on open meetings and public records.

After graduating from Billings Senior High in 1994, Ehrlick earned a bachelor’s degree from Concordia College in Moorhead, Minn., and then studied divinity and literary journalism at graduate school at Emory University and Bennington College.

Big Sky Outlaw named to Outside’s best places to work; Ranked No. 40 in 2013

Work-life balance, access to the outdoors and giving back are some of the key factors that went into Outside Magazine’s sixth annual “Best Places to Work” list.

Explore Big Sky publisher Outlaw Partners was ranked No. 40 out of 100 for 2013, noted in the Aug. 1 outsideonline.com feature for offering employees access to ski passes, outdoor gear, weekly yoga sessions at Santosha Wellness Center and gym passes at Big Sky Health and Fitness.

“Between powder days and dog walks, staff members go on all-expense-paid weekend getaways, with homework to write about their experience for Outlaw’s publications,” the story boasted. It also noted Outlaw’s donations to the Big Sky Community Corp., a local nonprofit that acquires, promotes and maintains parks and trails.

The list was compiled with help from the Outdoor Industry Association and the third-party Best Companies Group. The selection process identified more than 200 nonprofit and for-profit organizations with at least 15 employees in a U.S. office.

“We set up this company to capture and convey the lifestyles we lead daily,” said Outlaw CEO Eric Ladd. “You can do the same level and quality of business in Big Sky that you can do anywhere — in New York City or San Francisco. The big difference is that on our lunch breaks we don’t walk down to Starbucks; we go for a ride or walk down to a 30-foot waterfall.”

Best Companies Group facilitated confidential employee-satisfaction surveys and employer questionnaires assessing benefits, compensation, policies, job satisfaction, environmental initiatives and community outreach, and then ranked the companies using Outside’s parameters.

It’s a perennial quest to find the perfect job that allows you to feel rewarded in your work and have your own free time and recreational life… It touches a nerve with our readers.”

continued on page 8
And, he says, the editors have fun doing it. No one has jumped ship – yet.

“We’ve all thought about it – it’s the constant joke – we get this list every year, and we see some of the benefits these companies are offering. It’s like, ‘man, I want to work there.’”

Outlaw, a fully integrated marketing, consulting, video production and media firm based in Big Sky, was founded in 2009 and has grown quickly. It now serves more than 400 clients and also owns and publishes Explore Big Sky and Mountain Outlaw magazine.

After the 2012 announcement, when Outlaw ranked No. 83, the firm saw an uptick in job inquiries; this year it’s already received dozens of calls and resumes since the list was published, said COO Megan Paulson.

Readers might also notice that Outlaw is one of a number of creative agencies on the list.

“Creative people are in short supply, and they demand more when it comes to their careers,” Associate Editor Ryan Krogh said. “It’s an industry that rewards employees for working hard, and they want to play hard as well.”

The full list of the top performing small, medium and large companies is published online at outsideonline.com/bestplacestowork.

“Obviously it’s still work, you still have to come in,” said Krogh, who coordinates the feature for Outside. “But one of the things that was fairly consistent was that these aren’t exactly 9-5 jobs. That means you sometimes work more than 9-5, but it also means there is flexibility and you can go skiing on a powder day.”

Six others from the top 100 were in Montana: Adventure Life, Ecology Project International, Mercury CSC, Seeley Lake Elementary School, River Design Group and ZaneRay Group.

In fact, the majority of those featured are in the Rocky Mountain West.

“Residents of those states really value a work-life balance,” Krogh said. “People who live out West have access to the outdoors, and they want that in their lives, so companies are forced to work with that.”

Outlaw came in above industry giants like NOLS, Patagonia and Aspen Skiing Co., something Krogh attributed to its size.

“The companies our readers are interested in and the ones we’re looking to highlight are smaller companies that don’t have the money to offer big salaries, but can offer employees flexibility, vacation days and sick days – those sorts of work-life benefits.”

This story draws the largest reader numbers of any annual OutsideOnline story, Krogh said, noting that it had a million and a half page views in a single day this year.

“It’s one of those programs that our readers really respond to.”
A new directory feature is added to mtnewspapers.com

Users of mtnewspapers.com now have direct access to each MNA member newspaper website. The new feature is in response to the numerous requests received at the MNA office for newspaper up-to-date contact information. Users can now simply click on the city of their choice and go directly to the contact page of the newspaper’s website.

We encourage members to review their contact page to ensure the content is accurate and the design is easy to use.

A few newspapers we think do a pretty good job with their website contact pages:

- Valley Journal, Ronan
- Bozeman Daily Chronicle, Bozeman
- Stillwater County News, Columbus
- Philipsburg Mail, Philipsburg
- Char-Koosta News, Pablo
- Daily Inter Lake, Kalispell

In Memoriam

Kenneth Pahrman, 74, of Great Falls passed away Friday, August 16, 2013. Kenneth “Kenny” was born October 3, 1938 in Missoula, MT. He lived in Missoula for a number of years before the family moved to the Flathead area. Kenny moved to Great Falls and attended the School for the Deaf and Blind. After graduation he made his home in Great Falls. He worked for the Great Falls Tribune, selling papers for over 50 years. Kenny belonged to the Electric City Lions and was tail twister for many years. He was president of The Great Falls Chapter of the Montana Association of the Blind.

Roger D. Graff, 75, of Great Falls, passed away Wednesday, August 14, 2013 from Alzheimer’s disease. Roger began his newspaper career with the Great Falls Tribune. He became the Circulation Manager and later the Operations Manager. During his newspaper years he was president of the Pacific Northwest International Circulation Manager Executives.
Seven steps that may help with your selling process:

1. Preparation/planning/research/approach
2. Introduction/opening/approach/establish initial credibility
3. Questioning/identify needs/ask how and what, etc./establish rapport and trust
4. Presentation/explanation/demonstration
5. Overcoming objections/negotiating/fine-tuning
6. Close/closing/agreement/commitment/confirmation
7. Follow-up/after-sales/fulfill/deliver/admin

Planning and preparation

- Invest the time to prepare for the very important and strategic first meeting.
- Ensure you know your own newspaper and services extremely well - especially features, advantages, benefits, audience and services that will be relevant to the potential client.
- Ascertain as far as you can the main or unique perceived marketing benefit that your newspaper would give to your prospect.
- Understand what your competitors are able and likely to offer, and which ones are being used and considered and why.
- Identify as many of the prospect organization's leaders, decision-makers and influencers as you can and some history of the business.
- What are the prospect's organizational decision-making process and financial parameters (eg., budgets, year-end date)?
- What are your prospect's strategic issues, aims, priorities and problems?
- Prepare your opening statements and practice your needs assessment questions that will ensure you gather all the information you need from the meeting.

Introduction/opening

- Smile - be professional, and take confidence from the fact that you are well-prepared.
- Introduce yourself - first and last name, what your position is with your newspaper.
- Set the scene - explain the purpose of your visit, again orientate around your prospect, not yourself, eg “I’d like to learn about your situation and priorities in this area, and then, if appropriate, to explain how we (your newspaper) approach these issues. Then, if it looks as though there might be some common ground, to agree how we could move to the next stage.”
- Ask how much time your prospect has and agree on a time to finish.
- Ask if it’s okay to take notes (it’s polite to ask - also, all business information is potentially sensitive, and asking shows you realize this).
- Ask if it’s okay to start by asking a few questions or whether your prospect would prefer a quick overview of your newspaper first.

In the October issue: Steps 3 & 4

We recognize the following members that sold ads into our statewide advertising programs this past month.

Bozeman Daily Chronicle
The Big Timber Pioneer
Boulder Monitor
Billings Outpost
Journal News
Laurel Outlook
Lewistown News-Argus
Seeley Swan Pathfinder, Seeley Lake
Bitterroot Star, Stevensville
Yellowstone County News, Huntley

Newspaper ads and other sales materials to promote our statewide advertising programs are available on the MNA ftp site or call the MNA office at 443-2850 for details.