A warm holiday greeting to all of you

As we look to the end of 2013, it’s appropriate to reflect on the achievements and challenges that the association has met and looks forward to in the future.

This year has been momentous. The board, under Matt Gibson’s leadership, undertook the challenge of finding a new executive director after John Barrows retired. After a strong search and lots of deliberations, they recommended Jim Rickman, and I think we can all agree it was a fortunate decision.

Jim has worked tirelessly to advance the interests of the members and put the association on a strong financial footing.

As we look to 2014, we see changes, some of them painful, but all in steering the association to better service and returns for the members.

As you know, we’re embarking on a program of digital archiving. Not only will it lessen the work load of the MNA staff, but should be easier on you as members. And, more importantly, it will allow for digital access to all the legal advertising that nearly all of us count on in our revenue stream. It won’t be painless (there had to be a special assessment to pay for the technology), but it should lessen the pressure to move legal advertising out of the newspaper print regime and onto the Internet.

And, we all know the board has voted to increase the dues of members. And, although that may be painful, as you all know, it’s imperative to have sound financial footing in order to run a successful business. We feel that with the increase the operation will be able to meet the challenges of the future on a more consistent basis, and it should pay off in improved services and, hopefully, revenues for members.

We feel there will be increased opportunities for advertising revenues for members and Jim is working diligently on that. Already, we saw a strong sale of ads from Blue Cross Blue Shield and he’s working on more. With the election year coming up, I feel having the organization in place to sell opportunities to candidates will bear fruit and enhance your membership returns.

This year was momentous in the changes realized and the challenges met by your association. Next year should be even better.

On behalf of the board, I want to thank you all for the confidence you’ve shown in us and we look forward to serving you in the future.

And, a warm Merry Christmas and Happy New Year to all.

Tom Eggensperger, MNA President
Editor & Publisher, Sanders County Ledger
Montana Magazine has named a new editor

Jenna Cederberg of Missoula was selected to lead the magazine and will immediately begin overseeing the publication.

A Montana native, Cederberg grew up in the South Hills of Missoula. She was previously the Missoulian’s business reporter.

Cederberg received a bachelor's degree in print journalism from Washington State University in 2007 and was editor of the Lake County Leader in Polson before joining the Missoulian in 2010.

“I grew up reading Montana Magazine,” she said. “It is an extreme honor to be involved in the proud tradition of telling the state's stories and sharing the amazing photos taken all across the Last Best Place with our subscribers around the globe,” Cederberg said. “I can't wait to get started.”

Cederberg's selection is a part of a relocation process for Montana Magazine, which will now be headquartered in Missoula.

“We are excited to have the opportunity to continue the great tradition of Montana Magazine from Missoula,” said Jim McGowan, publisher of the Missoulian and Montana Magazine. “I am thrilled to provide Montana Magazine’s readers with Jenna, as she brings the ideal mix of content development experience, community engagement and passion for telling the stories that are Montana.”

“We live in an amazing place and Jenna will bring new energy and excitement in how those stories are told,” McGowan continued. “We hope to provide readers with engaging content, powerful photography and expanded digital enhancements, and to reach out and work with communities as we develop the stories that mean so much to our readership.

“I encourage our current magazine subscribers to reach out to Jenna with your feedback on the magazine, and I want to encourage those who are not as familiar with the magazine to take a look in the coming months as Jenna develops the publication both in print and on the web.”

The beginning of 2014 will mark Montana Magazine's 44th year in publication. It reaches readers in every county in Montana, every U.S. state and in a dozen foreign countries.

“This is Montana's magazine,” Cederberg said. “Inside its pages, readers connect and reconnect with a place they love. We've got an amazingly talented group of writers, photographers and designers working every day to make sure the magazine lives up to the state it's named for.”

Cederberg hopes subscribers enjoy watching Montana Magazine evolve and expand to include a revamped website and stronger digital presence.

“I'm also excited for our team to meet plenty of Montanans in person, as we spread out across the state to find our stories and photos,” she said.

Cederberg can be reached at 406-523-5241 or at editor@montanamagazine.com. Find Montana Magazine online at montanamagazine.com, on Facebook at facebook.com/MontanaMagazine or on Twitter at @montanamagazine.

For subscription information, visit montanamagazine.com or call 1-888-666-8624.

MNA Calendar

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<td>24</td>
<td>New Year's Day - MNA office closed</td>
<td>2014 Better Newspaper Contest is open for entries</td>
<td>Newspapers in Education Week</td>
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<td>25</td>
<td>Christmas Day - MNA office closed</td>
<td>MNA and MNAS Board of Directors’ meetings in Helena</td>
<td>12-13 NNA’s Leadership Summit: nnaweb.org/events</td>
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MEMBER PROFILE

Robert Arrowsmith
Publisher, Sidney Herald

Personal Stats
Born: April 12, 1966 in Seattle, WA
First Newspaper Job: District Manager, Plano Star Courier, Plano, TX
Family: Wife, Veronica, and two dogs, Raider and Wrigley
Education: Economics from Texas Lutheran University
Community Involvement and Diversions: Working with Trade Committee and Sports and Rec Committee for the Chamber of Commerce; 100th Anniversary of Richland County Committee member; Leadership 2013-2014.

How did your career lead you to where you are now?
My previous experience and understanding of the market; existing relationships with the staff; two years publisher’s training; my ability to develop and maintain budgets, and my ideas for marketing and community involvement combined showed that it was time for an opportunity to run my own publication.

What’s the most important thing you learned along the way that prepared you for your current role?
What it all entails to be a leader of a publication.

What aspect of the job do you find the most rewarding?
Being able to put ideas that I have had for years into actual practice for the first time.

What aspect do you find the most challenging?
Keeping staff. Since I started in June, I have been fully staffed for a total of two weeks.

What have you done to enhance the brand of the Sidney Herald in your area?
Changed our banner; increased involvement in the community, including sports and government, and developed a new magazine that is a product of ours: Bakken Living.

What is your digital strategy right now?
We just recently unlocked our sites both online and digital. We are using Google Survey online instead of paid lockdown; are finding banner advertising as the revenue generator; re-establishing connections to our side through our social media outlets, and in direct advertising pushes.

What is your print strategy right now?
Cutting down on the actual number of special editions and pages; developing better special sections, and concentrating on the product itself as we had more specials than we did editions of the paper in 2013. We added Sunday comics back to the paper as of January 2014 and moved Real Estate to the back of the paper in color, which increased revenue. We are establishing a Sunday Profile section; increasing more interviews as part of the paper; starting a Volunteer of the Month program, and telemarketing and sampling to increase circulation. Bakken Living is an upbeat family, “why you should live here” type of magazine that has had tremendous feedback since its launch this past month.

How does the MNA serve you and your newspaper?
Less than two weeks in, I went to the Press Association’s annual conference, developed several relationships between other newspapers and the Association as a place to turn to when I have questions that in some cases involve the job, the state of Montana, and industry-wide issues that I need to be more familiar with.
In October, the L.A. Times letters editor Paul Thornton explained in a column why the Times wouldn’t be running letters claiming that global warming is myth and not driven by human activity. In his explanation, Thornton wrote: “Simply put, I do my best to keep errors of fact off the letters page; when one does run, a correction is published. Saying ‘there’s no sign humans have caused climate change’ is not stating an opinion, it’s asserting a factual inaccuracy.”

While we completely agree with Thornton that keeping errors of fact off the opinion page is important, we don’t agree with his and the Times’ position of not running letters questioning human involvement in global warming. Our reasoning behind this involves our vision for the Opinion Page in the IR.

First of all, we see our Opinion Page as a venue for dialogue on issues impacting the community. That’s why, for instance, you don’t see the run of the mill “Thank You” letters on the Opinion Page. We do see the value in allowing space for a citizen who was on the receiving end of a random act of kindness to express his or her gratitude. However, we feel that expression isn’t part of a greater community dialogue and, as such, belongs on our Friday Community Page.

As a venue for community dialogue, it’s important that we filter not for opinion or viewpoint, but for the basics such as slander, vulgarity, respectfulness and blatant inaccuracies. The integrity of our Opinion Page is dependent on our willingness to print letters and columns that are contrary to what might be our view as an editorial board or the views of our editor, Greg Lemon, who determines what letters and columns are printed each day.

For instance, we wrote multiple editorials during the past year supporting the building reserve levy proposed by the Helena School District. However, despite this viewpoint, we published several letters voicing opposition to the levy.

However, facts aren’t always easily determined and the old saying that “You’re welcome to your own opinion, but not your own facts,” doesn’t really hold a lot of water. People often send us letters that contain facts that have been skewed or exaggerated to make a point. In many cases, we don’t consider these blatant factual errors, but rather people trying to make a set of facts work to reinforce their opinion.

But, our editor will call people to ask them to verify facts that seem wrong, and oftentimes that verification process will catch unintended errors. Sometimes, the facts are difficult to verify even for the letter writer and oftentimes that piece of information is removed from the letter.

As always, we reserve the right to edit letters that we publish, but for the most part we notify the letter writers if the edit is substantial.

Another common frustration we hear is from people who don’t see their letters published in a timely fashion. We understand that frustration and wish we had a flexible amount of space to publish letters, but for now we just have one page, six days a week. So, when a hot topic swirls in the community and produces a lot of letters to the editor, it may take several days to work through them all and we might not get them all in.

The Opinion Page is often the heartbeat of the newspaper and many of our readers turn to it daily to see what kind of community discussion is happening on any given day. This public dialogue is important and we don't want to stifle it in any way just because we don’t agree with the opinion presented in a column or letter.

The L.A. Times has chosen not to run letters saying global warming isn’t driven by humans. We think that particular discussion continues and though many people accept a certain set of facts on the topic, many others do not. Therefore, we will continue to publish letters on both sides of this debate and many others.

Greg Lemon

Helena Independent Record, December 8, 2013

Differing opinions important to IR

The 2014 MNA Better Newspaper Contest opens on January 7

For Rules and Category Descriptions:
http://www.mtnewspapers.com/2014-better-newspaper-contest-rules/

For Online Entry Instructions:
http://www.mtnewspapers.com/2014-better-newspaper-contest-online-entry-instructions/
From sports to war

One pleasure of scanning old Inter Lakes is discovering a familiar name among the ink-stained wretches whose career has ambled through Kalispell at one time or another.

It certainly seems like we have had our share of reporters who have gone on to bigger and better things.

Hometown boy (and former paperboy!) Dale Burk got his start here as a sports reporter back in 1959 and later went on to have a significant career as an outdoor writer and publisher as the owner of Stoneydale Press in Stevensville.

In the mid-1970s, George Geise was the sports editor at the Inter Lake, shortly before he moved to the Great Falls Tribune for a long career there in the same position.

Around the same time, Bob Anez got his start at the Inter Lake as a general assignment reporter. He went on to a successful career as the AP statehouse reporter in Helena and recently retired from his post as communications director at the state Department of Corrections.

Not many people remember that Jim O’Day, the longtime athletic director of the University of Montana, was also a sports reporter at the Inter Lake in the late 1970s.

But perhaps the most significant writer to have spent his apprenticeship at the Inter Lake is Tom Tiede, an author whom I first became familiar with when I was a young assistant wire editor at the Bismarck Tribune. My supervisor, Steve Wallick, had a hankering for colorful writing, and Tiede supplied it on a regular basis as the roving feature columnist for the Newspaper Enterprise Association (or NEA).

I hadn’t thought of Tiede for many years, but recently when I was doing research on the legendary baseball player Gus Thompson, I came across a sports column by Tiede published in the Inter Lake that mentioned Thompson, who had played in the first World Series, back in 1903.

I was hunting down information about Thompson for a story that Inter Lake reporter Tom Lotshaw was working on about how the city park named after Thompson had been rechristened as East Side Park a few years ago because no one around still knew who Thompson was!

Probably the same way a lot of readers today wouldn’t know who Tom Tiede was either, but his name had always stuck out for me as a promise of fresh, entertaining copy. At first, I assumed the Oct. 19, 1960, column in the Inter Lake must have been syndicated, but then I looked a little closer and saw a reference to Thompson’s Kalispell connections.

Wait a minute! That meant Tom Tiede had been one of our own - a Daily Inter Lake reporter!

I read on with interest and discovered that Tiede’s column was about Mrs. Harold Thompson, Gus Thompson’s daughter, who bragged that she had been “raised on baseball.” No doubt! Her father had stayed active in local baseball for many years after he left the Big Leagues, and from what I have read, he had the gift of gab and loved to talk about the old days!

Mrs. Thompson’s maiden name being the same as her married name gave me some heartburn for a while until I found a 1963 column by Inter Lake publisher Joe Caraher, who remarked that Mrs. Harold Thompson was “one of the few ladies in town who didn’t have to change her name when she was married,” since her father and husband had the same last name!

Tiede’s column detailed some of Mrs. Thompson’s recollections about attending a New York Yankees-Baltimore Orioles game as the guest of a friend of her late father - Ford Frick, who was then commissioner of baseball. Frick’s generosity was, no doubt, in part making up for a mistake made in 1953 when Gus Thompson was inadvertently omitted from the invitation list to celebrate the 50th anniversary of the World Series.

In a dozen inches of copy, Tiede told the whole action-packed vacation of the Thompsons in New York, including a visit to the United Nations where, Mrs. Thompson related, “We were close enough to boo Khruschev!” They also visited the Statue of Liberty and attended both the new Broadway musical “The Music Man” and the first episode of Arthur Godfrey’s only season hosting “Candid Camera.”

I haven’t had time yet to look at any of Tiede’s other writing for the Inter Lake, but I certainly hope to do so. When he left the Inter Lake in 1961 after a two-year stint, the Washington State University graduate (class of 1959) went on to a few more sports jobs, but then in the mid-1960s joined NEA and was assigned to cover the Vietnam War.

His five tours of the battleground as a combat reporter made a considerable mark on the public’s conscience of what it was like on the front lines.

“I tried to do it the Ernie Pyle way... talking to the individual soldier,” Tiede told the NEA for an article about his pending departure from the syndicate in 1988. “I rarely talked to the generals - it was hello, goodbye, and where are your men? I’d go out to the field.”

Whatever Tiede did, it worked. For his stories out of the just-then exploding war in Southeast Asia, Tiede was awarded the Ernie Pyle Memorial Award, named after the World War II correspondent who didn’t make it home from the war in the Pacific.

Tiede also did several years as White House correspondent for NEA in the 1970s as the Nixon presidency was collapsing, and has written more than a half-dozen books. Much of his work from his career as NEA’s national correspondent is housed at Boston University as part of its 20th Century Archive.

Before retiring (he lives now in Virginia), Tiede ended his career in community journalism as a small-town publisher, which is fitting, considering his start in Kalispell way back in 1960. But nothing about his career is small, and I am proud to share with him the love of a good story, everyday people and local journalism.

Tiede’s words about one of his heroes - William Allen White, the longtime publisher of the Emporia (Kan.) Gazette International - now can be quoted back to reflect my admiration for Tiede himself:

“He thought the real headline makers were in small towns. So do I.”

**Daily Inter Lake, November 24, 2013**
Felony robbery, bail set at $30,000

Billings man charged with robbing newspaper carrier

A Billings man is charged with attacking a newspaper carrier, leaving him with cracked ribs, a punctured lung and a fractured cheek.

The Billings Gazette reports 18-year-old Perris Juwan Mansfield was charged with felony robbery in Yellowstone County Justice Court. His bail was set at $30,000.

Prosecutors say Mansfield and another teen attacked a 35-year-old man delivering newspapers for the Billings Gazette on Nov. 16.

Charging documents say the two approached the carrier and asked him for money. When he said he didn’t have any, the two punched him in the face, kicked him when he fell to the ground and took his wallet.

A witness saw the victim on the ground and he and another person took him to the hospital. An officer says the man’s eyes were almost swollen shut.

Frazzled fan

“You suck,” emailed one reader unhappy with the Tribune’s Nov. 24 in-depth Cat-Griz football game coverage. “I’m sure the headlines would not have been so large if the rival game had gone the right way,” the reader wrote. “I am so glad I canceled our subscription to your rag.”

Yes, people sometimes say rude things to us at “Montana’s newspaper” in letters and emails. It’s hard to believe, but that’s a fact.

Tribune Sports Editor Scott Mansch responded to the angry woman: “I assure you there is no bias within the Tribune Sports Department concerning the Bobcats and Grizzlies. We strive to cover both programs equally well. I have attached an image with this year’s and last year’s sports covers following the game. As you can see, the headline was a bit larger a year ago (when the Bobcats were victorious).

“Both headlines ran in all capital letters. This year’s headline reads in 54-point type: “GRIZ RESTORE THE ROAR.” Last year’s larger headline proclaimed: “A WIN FOR D, McGHEE” in 72-point type. In headlines, a larger number for the typeface means a larger size.

“In case you think that means we’re biased in favor of the Bobcats, the two headline sizes are more a reflection of the differing tastes of the two page designers than an indication of slanted sports interests.”

Outlook adds Mork to news team

The Laurel Outlook is pleased to welcome Laurel resident E. James Mork to the staff as a sports reporter and photojournalist. Mork joined the Outlook Nov. 20, assuming the desk previously held by Mr. Milton Wester.

“We’re excited to add James to our news team,” said publisher Tom Latos. “He’s got a great eye and is eager to dig into area sports.”

Mork, 34, served eight years in the U.S. Navy, where he honed his skills as a medical photographer and worked for the newspaper aboard the USNS Mercy. He speaks, reads, and writes Japanese fluently.

“I am excited and nervous to be here. This is a great opportunity for me to expand my knowledge of photography and writing as a journalist. I am looking forward to working with the local area coaches on reporting and recognizing our many talented athletes,” said Mork.

Mork recently returned to Montana from Okinawa, Japan, where his three children live. He is currently enrolled in the Academy of Art University studying documentary photography, anticipating graduation in 2017.

Baughman joins IR as cops/courts reporter

Julie Baughman has joined the Independent Record staff as the cops and courts reporter. A Maryland native, Baughman graduated from the University of Maryland Phillip Merrill College of Journalism in December 2012.

Before moving to Montana in November, she spent 10 months working as a reporter for two community papers as part of the Baltimore Sun Media Group. She also served two consecutive internships with The Baltimore Sun in 2011.

2014 MNF internship grant winners announced

The Montana Newspaper Foundation is pleased to announce the winners of the 2014 Internship Grant Program.

Matt Baldwin, Managing Editor, Whitefish Pilot; Darrell Ehrlick, Editor, Billings Gazette Communications; Laura Nelson, Editor, Big Timber Pioneer; and Max W. Smith, Advertising Director, Great Falls Tribune will each be awarded a $1,500 grant in 2014 to be used for hiring an intern.

A special thank you to all the member newspapers that applied for grants.
Jeremy Lurgio received best of 2013 Award

UM School of Journalism faculty member Jeremy Lurgio recently won a Best of 2013 Award from the American Society of Media Photographers. He was awarded the honor for his multi-media journalism project, “Lost & Found Montana.”

Lurgio traveled more than 7,000 miles around Montana visiting towns that were to be taken off the official Montana state map. He used photos, video, text, and audio to tell the stories of these small towns. Lurgio said the hardest part of the project was taking the time to visit all 18 towns scheduled to be erased from the map. But, he said, the effort to profile each town made the project richer. For example, Horton, Mont. was deleted from the map when the last resident was struck by a train and died. That story came to life when Lurgio interviewed the last resident’s son. Other towns held tight to their dot on the map and resented the possibility of vanishing from sight.

In 2012, Lurgio created a multi-media gallery exhibit at the Rocky Mountain School of Photography. That show recently traveled to the Salt Institute in Portland, Maine. His project was also published in short-form in High Country News in March 2013 and in Montana Magazine in June 2013.

Lurgio spent much of his own money, time and talents to create the project. In addition, he received a grant from Humanities Montana to build the website, a grant from the Montana Arts Council to create the multimedia exhibit and grants from the School of Journalism and the University Grant Program to assist in the reporting and dissemination of the work.

Lurgio loved “seeing Montana from a lot of these back roads and seeing it from the towns that are barely towns anymore.” His experience getting to know these Montanans has influenced his teaching and the advice he gives young photojournalists. “You create your best work when you really sink into your story and get to know the ins and the outs,” he said. “All those things you learn help you make the project stronger. Pick something that you are passionate about and a story that needs to be told and get out and sink into it.”

To view a short clip go to: http://www.lostandfoundmontana.com/

Havre Daily News to launch university page

The Havre Daily News will begin including a special page in the newspaper to cover happenings and events of interest at Montana State University-Northern.

Northern plays a large role in Havre’s community and is constantly evolving. Many of the university’s stories go untold due to lack of communication, or from the sheer amount of activity which takes place there.

In light of this, we at the Havre Daily News believe enough goes on at the university to warrant its own page in the paper.

Beginning November 13, the paper started a weekly page in Wednesday issues dedicated to Northern and also hopes to get stories on Stone Child College and Aaniiih Nakoda College.

The section will include profiles of groups and individuals who are making their mark at the university, photos of interesting happenings and, hopefully, in the future, articles, letters and announcements from people and organizations at the university itself.

“We are looking forward to this news adventure in telling people about the stories at Northern,” said Havre Daily News Publisher Stacy Mantle.

Facilities upgraded at Blaine County Journal

The Blaine County Journal in Chinook has recently undergone some major changes, including completely remodeling the layout and production rooms. The biggest change, however, is the addition of a brand new CTP NewsWriter XL.

Keith and Keri Hanson will celebrate their 15th year as owners of the Blaine County Journal-News Opinion in the spring of 2014. The Hansons plan on inviting the public to an open house in the spring to let the public see all the changes and improvements to the paper over their 15 years as owners. The spring also marks the 125th anniversary of the local newspaper.

Former MSU Exponent editor joins Great Falls Tribune

Eric Dietrich has joined the Great Falls Tribune as a cops and courts reporter. Previously, he served as the Editor-in-Chief of the weekly MSU Exponent from 2010-
Farewell to the Hi-Line

Residents in the Glasgow area joined together on November 15 to wish Glasgow Courier editor Samar Fay a fond farewell during an Open House held in her honor.

In her final column, Fay wrote:

Twenty-two years ago, a retired Army doctor and his wife rolled into Glasgow, wondering if a cow town on the prairie was really a good choice to set up a new practice and a new chapter in their lives. It turned out to be a wonderful decision.

Glasgow has been very good to Mike and me, and it is a real wrench to uproot ourselves from the place we have lived the longest. Only the pull of family in Colorado could be stronger than the love of good friends here and life in the beautiful Milk River valley.

Mike came with a purpose, to set up the first orthopaedic practice in northeast Montana. I didn’t have a job outside the home and wasn’t looking for one. I joined the Fort Peck Summer Theatre the first year we were here, performed for several seasons and served on the board of the Fort Peck Fine Arts Council. I wrote the occasional publicity piece for the Courier.

That’s how I knew Scott Ross, the editor. When Gladys Silk, the long-time reporter and editor, took medical leave in 1996, Ross asked me to fill in as a part-time reporter. Those were exciting days, when the Freemen and Peck’s Rex were making national news. Ross told me not to get used to it. Usually, nothing happened around here, he said.

I didn’t know what I was doing, but it was fun. I was putting in more hours, finally full time. After Stan Sonsteng got the paper printed, we all went in back and stacked bundles for the post office. Stan tied them with the cranky antique machine that still eats up the string.

When Ross left in 1998, manager John Stanislaw asked me to handle the editor’s job while they searched for a replacement. I had no idea how to do that, but everyone helped. Two editors were hired, but didn’t work out. Finally, Stanislaw asked me to just do it.

That’s how the Summer Theatre set me on the primrose path to the editor’s chair.

The chair is in front of a computer, unfortunately, and it is sometimes all our designer Terry Trang (the queen of the office) and publisher Jim Orr can do to make me deal with it. Terry, a focused person, laughs at me for being easily distracted by shiny things. She’s right. I would rather talk to a farmer about going organic or look up the AP style for semicolons than study iDesign.

If you’re open and curious, though, the newspaper is the best job in the world. I learn something every day. Sewage treatment? Spaying heifers? Seriously, it’s really interesting. People will talk to you and answer all kinds of questions, even busy, important people. Where else could a small-town person meet the state’s governor, senators, congressman and state legislators? In Glasgow, the hub of northeast Montana.

There are other fun perks. I’ve ridden in an Army helicopter, wrestled a giant snapping turtle, walked through the turbines in the powerhouse at Fort Peck Dam, climbed to the top of the Harvest States elevator, held the 65-million-year-old tooth of a Tyrannosaurus Rex.

This job has been a continuous civics lesson, for a military wife with no off-post community exposure. County commissioners, weed districts, school boards, mills, the Zoning Commission - what do they do? I voted absentee in the presidential election every four years and thought I was a good citizen.

I do know one end of a horse from the other, but I had a lot more to learn about the country. County prices, chem fallow, replacement heifers, EPDs - it’s a whole language.

Lucky for me, the generous people in Valley County taught me what I needed to know. With their contributions, we put out a paper every week about births and deaths and weddings and cribbage and floods and snow and lawsuits and benefit dinners and bull sales.

I’m putting my last paper to bed this week. I never expected life to offer this and I will miss it terribly. Thank you for 22 years in the last best place.

Tom Latos named publisher of the Laurel Outlook and its affiliated publications

The announcement was made Monday, Nov. 11, by former publishers Milton and Gloria Wester in cooperation with the Outlook’s parent company, Star Printing Company, Inc.

“I’m happy to welcome Tom Latos to Laurel. I think that he is a good fit for the community, and people will find him good to work with and genuinely concerned with the community’s welfare and interests,” said Milton Wester. “He understands community newspapering and I think that’s important.”

Latos, a native of Cocoa, Fla., most recently was the publisher of the City Gates News in St. Augustine, Fla., a monthly full color travel publication with an 8,000 circulation.

His first newspaper job was as a graphic designer for Florida Today/USA Today, a Gannett Communications publication. He went on to lead the design, marketing, and advertising departments at newspapers and magazines across Florida, spearheading a variety of projects, including branding and promoting the Masters Golf Championship for the Augusta Nationals.

“I am happy about the opportunity to become involved...
Tom Latos continued

in—and be a part of—the Laurel community and passionate to continue the long-standing tradition of service and integrity Mr. and Mrs. Wester accomplished with the Laurel Outlook,” he said.

Latos, a fishing enthusiast, also said he was looking forward to telling his family he needs a fly rod to experience the full beauty of the state.

Latos and his wife, Angela, have four children. They will relocate to the Laurel area in December.

Freedom of Speech: What Price? Newspaper holds county official accountable

Few stories in the past month have drawn more reader interest than Billings Gazette reporter Eddie Gregg’s coverage of Max Lenington’s email. The embattled Yellowstone County assessor, treasurer and superintendent of county schools (yes, that’s all one job) came under fire when a public records request turned up an email full of epithets and several others that showed the taxpayer-funded account was used extensively for his motorcycle hobby.

For those of you who didn’t catch Gregg’s stories, Lenington via county email told his sister he was stunned by the re-election of President Barack Obama. He blamed a whole host of minority groups, including invoking the “n-word.”

Complex issues

Throughout the Gazette’s coverage, few questions were asked by readers more often than variations of: What happened to Lenington’s freedom of speech?

The answer to that question is simple and easy: Nothing.

The implication behind the question is a bit more complex.

Some readers believe that Lenington’s freedom to speak his mind might have somehow been compromised by the public records request — an intrusion on Lenington’s privacy and free speech. That somehow Lenington isn’t allowed to speak his mind freely because he’s a county official, under public scrutiny.

But the fact remains that, unwittingly, the taxpayers of Yellowstone County may have supported spreading these controversial messages through the use of county email. The computer, the email account — it’s all funded at your expense. And while one employee doesn’t always speak for an entire organization, Lenington isn’t just a rank-and-file worker. He’s one of the top elected officials in county government, and what he says should be given substantial consideration. The residents of Yellowstone County must rely on his assessments for equitable, fair tax collection. That’s why it’s troubling that Lenington has such strong feelings about some groups of people, and it makes me wonder if they can get a fair shake at the assessor’s office.

Fair comment, criticism

Freedom of speech does not mean freedom from consequences.

Words have power.

That’s something we, whose stock in trade is working with words daily, realize for better and worse. One of the powerfully addictive joys of my job is seeing the positive effect our stories can have on readers — stories of amazing people, a generous community or inspirational tales. We also feel the weight of the words when it comes to reporting on deaths, accidents or what’s happening inside our courtrooms.

To dismiss Lenington’s statements as off-the-cuff electronic flotsam is to do a disservice to the truth that what we say and how we say it can have an unbelievably strong impact.

If that weren’t true, newspapers — and any media for that matter — would be a daily exercise in futility.

If nothing else, the letters, the readers’ comments and the number of page views we received on the stories prove that free speech is alive and well in Yellowstone County.

Darrell Ehrlick is the editor of The Billings Gazette.

Students learn life lessons through newspapers

Newspapers in Education is a program designed to help teach students about the world around them. Most use national news coverage of events to educate students. Hot Springs fifth grade teacher Bart Granlund, however, uses the Valley Press in Plains to give his students a better understanding of what is going on around them.
“One of the things we’re doing better in education that we haven’t done in a long time is to make what we teach pertain to real life,” Granlund said. “I really like teaching with the newspapers because that is what the kids are going to be reading later on in life. There are no reading books to sit down and read for four minutes in the real world.”

Granlund has been interested in the topic for over a decade. He is trying to teach his students reading comprehension through things that are relevant to their own lives.

“I love the local paper so much because the students see pictures and articles with faces they know and names they recognize,” Granlund said. “It is more real for the students to read things that actually matter to them.”

Newspapers in Education not only provides reading comprehension practice for students, it also has provided lessons in civics. Students have read stories about local politics and have a better understanding of issues in their hometown because of the lessons from the newspapers.

Students who read the local newspaper are more in tune with their community. Granlund’s lesson plans give students the opportunity to show their comprehension skills through questions about what they have read. After having read articles in the paper, students are required to fill out a worksheet.

The worksheet is not intended to be busy work, but is meant to increase understanding through life based reading. Newspapers account for a significant portion of adult reading in the United States. According to the Newspaper Association of America, two-thirds of adults read the newspaper either in print or online in a given week.

Keeping with current events is something many students are not accustomed to. Granlund remembered when he had his first current events class.

“When I was a freshman in high school it was the first time I had a class about current events,” Granlund said. “It was the first time I had a teacher facilitate discussions about what was happening in the world.”

Students are becoming more aware of their surrounding world through the local newspaper. Students have realized there is more to the world than their houses and bedrooms.

“I think students realize there is more to the world than their small little Hot Springs community,” Granlund said. “Just from using local articles, they are able to see more of the world than just Hot Springs.”

Students get excited when they see their own picture in the paper. Granlund knows the students are proud of their own accomplishments and want to talk about them.

“We had one student, Jackson, who had his picture in the paper for his rooster during 4H,” Granlund said. “Just hearing him talk about his rooster and how proud he was of it really makes an impact on other students.”

Granlund is also teaching language arts skills to his students through newspaper terminology.

“We have been talking about what a lede is and how they are used,” Granlund said. “We talk about captions and headlines and how they are used. Recently, we designed our own business cards based on the Valley Press’ ‘Here’s my Card’ section.”

Local articles are more relevant to fifth graders, according to Granlund. He believes national articles do not hold the clout they would for an older audience. Students are more concerned about their own lives right now. The Valley Press is a tool they can use to learn and become more connected with the world around them.

Dear colleagues and friends of Montana newspapers:

As 2013 comes to a close, I respectfully ask you to consider supporting the work of the Montana Newspaper Foundation.

Each year, the Montana Newspaper Foundation provides grants to support newspaper internship programs and aid students in the University of Montana Journalism program.

We could do much more with additional funding from friends like you - people that care about Montana newspaper journalists, the future of the Montana newspaper industry and the role newspapers play in our communities.

To make your tax deductible contribution, please mail a check to:
Montana Newspaper Foundation
825 Great Northern Blvd Suite 202
Helena, MT 59601

Thank you in advance for your consideration and generosity, and best wishes for a joyous holiday season.

Sincerely,
Gary Moseman
President
Montana Newspaper Foundation
**Millennials are newspaper readers**

Over 100 million Americans read a newspaper in print or online each weekday. Conventional wisdom might lead you to believe that there are not a lot of young readers included in this number. The millennial generation (generally considered to be those born between 1980 and 2000) grew up with digital devices at their fingertips and are quick to embrace new technology. However, recent studies show that members of this digitally savvy generation still value newspapers.

A 2013 Scarborough research report shows that 57% of people ages 18-34 read newspapers, in print or online, in an average week. This statistic should be eye opening for those who might have assumed that millennials are not interested in news media content.

One reason why this generation still connects to newspapers may be found in another recent study by Nielsen. In this study, 60% of those 18-34 who used a newspaper in print or online considered their local newspaper to be “trustworthy,” while only 43% of those who use social media sites gave these sites the same ranking. As members of this group grow from carefree college students to married office workers with mortgages and kids on the way, their interest level in the news of the community around them also grows.

Another recent study from Valassis, the “RedPlum Purse String Survey,” showed that millennials rely more heavily on print when it comes to shopping than you might think. 51% indicated that newspapers are their number one source for coupons and deals, followed by emails/coupon alerts and Internet searches. This is not to say that this age group is not taking advantage of digital deals and offers. In fact, 27% of millennials said they are using mobile coupons compared to just 17% of the general population.

In addition, the recent NAA "How America Shops and Spends" study found that 68% of those ages 18-24 and 75% of those ages 25-34 acted on a print newspaper advertisement in the past month by visiting a store, clipping a coupon, becoming aware of a sale or going to a website for more information. Although those consumers who are a part of the millennial generation are heavy digital users, it is clear from these studies that they also appreciate the value of content and savings from news media publications.

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**U of M provides exclusive series to Montana newspapers**

Many courses taught on campus highlight all that is Montana, from the grandeur of the Montana prairie to the science that explains our wildlife and economy. Research carried out throughout our state and region is uncovering fascinating information that enriches our lives and influences our state and its development.

This wealth of wisdom belongs to all of us — people like you and me — people in this great state who make this university possible. Through this series of columns, coordinated by Rick Graetz in the Department of Geography and founder of Montana Magazine, we’ll bring you stories about Montana’s landscape, economy and science, and the history played out in Montana. Articles and art be emailed from the MNA office bi-weekly and archived on the MNA ftp site.

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**Board of County Printing approves changes**

*By Jan Anderson, Chair*

*MNA Legal Affairs Committee*

The MNA Legal Affairs Committee, with the assistance of Executive Director Jim Rickman, worked with the Montana Association of Counties to propose a change in rates and rules regarding the publication of county legal notices. The proposal was adopted 3-1 by the Board of County Printing in a meeting held December 11.

If fully adopted after public comment, the changes would take place July 1, 2014.

Under the proposal, the rates would rise to $12 per folio for the first insertion and $10 per folio for subsequent insertions, and the minimum font size would be eight points. Full details of the final regulations will be shared with membership as implementation nears.
In Memorium

Former Plains resident Ken Harvey Jr., 71, passed away unexpectedly Oct. 4, 2013 at his home in Walla Walla, Wash. He was born in Blackduck, Minn., to Kenneth and Dona (Palmer) Harvey. Ken spent the first nine years of his life on their dairy farm, moving to another farm in Whitefish, Mont., for six years. The family moved to Plains in 1956. Ken graduated from Plains High School in 1961. During high school, he worked for Don and Betty Coe at The Plainsman (now the Valley Press) as a linotype operator. Don was a great influence on Ken and he made the newspaper his lifetime career. He joined the Navy in 1964, spending six years furthering his education in journalism and photography, stationed in Italy and Greece. After the military, in 1970 Ken returned to Plains for a short time, working again at The Plainsman. Leaving Plains, he worked for newspapers in Great Falls, Rapid City, So. Dak., Scotts Bluff, Neb., Spokane and Walla Walla, Wash., where he remained, working for Inland Printing for 25 years, up until his death.

Nancy Jane Kolb, 74, of Bozeman passed away Thursday, November 7, 2013. Nancy moved with her family to Forsyth, Mont., in 1943, and graduated from Forsyth High School in 1957. On December 7, 1958, she married Leslie Kolb, and lived on the family farm in Hysham, Mont. She worked for the Hysham Echo newspaper as a reporter for 11 years.

Across platforms

The median age of newspaper readers varies according to the format in which they use the product. Younger readers gravitate to mobile, while older readers prefer the printed product. It is interesting to note that the average age of those who read the newspaper on their mobile device is actually six years younger than the typical Facebook user!

Source: NAA’s SenseMakerReport - “Across Platforms, 7 in 10 Adults Access Content from Newspaper Media Each Week”

Median Adult Age of Consumers by Media Consumption

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<thead>
<tr>
<th>Media Consumption</th>
<th>Median Adult Age</th>
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<tbody>
<tr>
<td>Pure Newspaper Print Past Week</td>
<td>54</td>
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<tr>
<td>Typically Watch Local Evening TV News</td>
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<tr>
<td>Typically Watch National/Network TV News</td>
<td>53</td>
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<tr>
<td>Past Week - Newspaper Print/E-Edition/Website</td>
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</tr>
<tr>
<td>Typically Watch Late Local TV News</td>
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<tr>
<td>Past Week Newspaper Print/Online or Newspaper Mobile Past Month</td>
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<tr>
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<tr>
<td>Twitter - Past Month</td>
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</tbody>
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100 years ago

—From the Tribune week of Nov. 24, 1913

About 125 newsboys who vend papers in Great Falls were entertained, dined and watered—no, not wined—last night at the Great Falls Hotel at a banquet tendered them by Dr. W.H. Barth. Sen. Paris Gibson addressed the boys, going into pleasing reminiscences of Great Falls, and County Attorney W.H. Meigs made a short talk in which he gave the youngsters a wealth of good advice and some suggestions for pushing themselves forward in the world. Charles M. Russell kept the small diners uproarious for a few minutes while he told some of the droll yarns which have brought him almost as much fame as his painting.

WELCOME New Associate Members
Firefighter Ken Kudick tugs on a piece of charred debris left after an early morning house fire on March 26

Photo by Nikki Meyer.
The photo earned the Tobacco Valley News, Eureka, the award for Best News Photo, Circulation Division II in the 2012 Better Newspaper Contest.

Happy New Year