Best News Photo
Division 5
2017 Better Newspaper Contest
By Rachel Leathe, Bozeman Daily Chronicle

Titled: Belgrade standoff

Photo Caption: Law enforcement approach the man to take him into custody after a nearly two-hour standoff on Sept. 15, 2016 in the parking lot of the Town Pump in East Belgrade.

Judge’s Comment:
Very good work getting in position to document this tense situation.
**MNACalendar**

**May**

- 28 Federal holiday: Memorial Day
- 28 MNA office will be closed for the Memorial Day holiday

**June**

- 5 Montana primary election
- 7 Member Educational Opportunity: Online Media Campus: Motivating Plans for Inside and Outside Sales Register at [http://onlinemediacampus.com/](http://onlinemediacampus.com/)
- 14 MNA and MNAS Board of Directors’ Meeting - Billings
- 15 Deadline to submit articles for the June Press Pass newsletter
- 14, 15 MNA office will be closed for the annual convention
- 15, 16 133rd MNA Annual Convention - Big Horn Resort, Billings
- 15 Montana Newspaper Foundation fundraising event - Yellowstone Art Museum, Billings
- 15 MNA, MNAS and MNF Annual Meetings - Big Horn Resort, Billings
- 16 2018 MNA Better Newspaper Contest Awards Banquet - Big Horn Resort, Billings

**July**

- 1 Annual deadline to file a County or Municipal Sworn Statement of Ownership
- 4 Federal holiday: Independence Day
- 4 MNA office will be closed for the Independence Day holiday
- 20 Deadline to submit articles for the July Press Pass newsletter

**August**

- 17 Deadline to submit articles for the August Press Pass newsletter

**September**

- 3 Federal holiday: Labor Day
- 3 MNA office will be closed for the Labor Day holiday
- 4 National Newspaper Carrier Day
- 21 MNA and MNAS Board of Directors’ Meeting - Bozeman
- 21 Deadline to submit articles for the September Press Pass newsletter

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**Thank you renewing Associate Members**

**Bronze Level Associate Member**

John MacDonald Consulting

**Silver Level Associate Member**

Montana State University Billings

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**Our Mission:**

To advance and sustain the news publishing industry in Montana.

Jim Rickman, Executive Director  |  jim@mtnewspapers.com
Stacy Wirtz, Business Development Director  |  stacy@mtnewspapers.com
Ryan Stavnes, Member Relations & Client Services  |  member@mtnewspapers.com

mtnewspapers.com

May 25, 2018
**Better Newspaper Contest Winners**

**Best Front Page**

**Town & Country**

**First Place**

**NATURE in FOCUS**

This Whitefish Pilot ParkFresh photo contest in the front pages of the Montana newspaper. The contest solicited nature-themed photos from amateur and professional photographers. A panel of judges selected winners. The contest ran from May 1 to August 15.

**Second Place**

**Third Place**

**Honorable Mention**

**WINDY BOY SR.**

Preserving culture, tradition

“Windy Boy Jr. said dancing imparted on him a knowledge of the father’s way of life, in addition to the history of the Crow. He said it strikes a chord in him when he sees any one of his 11 grandchildren initiated into the circle. A $1,000 Appleseed award went to the Rocky Boy Cultural Center for their efforts in preserving Crow culture. The photo above was awarded to Cody Whitefish for his work in photography.

**2nd PLACE**

*Division 3*

Weekly newspapers with circulation from 2,001 to 4,500

By Heidi Desch, Whitefish Pilot

To view all the first-place winners of the 2017 Better Newspaper Contest, please visit the following link:


May 25, 2018
2018 Convention AGENDA

133rd Annual Convention

Covering Our Communities... Past and Present

Thursday, June 14
3:00 pm MNA & MNAS joint Board of Directors’ Quarterly Meeting

Friday, June 15
8:00 am Montana Newspaper Foundation Annual Meeting
10:00 am Montana Newspaper Foundation Event - Golf Scramble
10:00 am Montana Newspaper Foundation Event - ZooMontana
2:00 pm Montana Newspaper Advertising Service Annual Meeting
2:30 pm Montana Newspaper Association Annual Meeting
4:00 pm Montana Newspaper Foundation Event - Explore Downtown Billings, Transportation to the Yellowstone Art Museum, Self-Guided Brewery Tour and Foundation Fundraising Poker Run
5:30 pm Montana Newspaper Foundation Event - Yellowstone Art Museum Foundation Fundraising Activities
7:00 pm Montana Newspaper Foundation Dinner - Yellowstone Art Museum
9:00 pm Hospitality and Social Networking

Saturday, June 16
9:00 am Educational Session by Cindy Sease, advertising director, Bozeman Daily Chronicle, Roundtable: How Do We Remain Relevant to Our Advertising Customers?
10:00 am Educational Session by Allison Perk, director of web development, eType Services, Ten Simple Rules to Managing Your Website
10:00 am Educational Session by Dennis Swibold, professor, U of M School of Journalism, How to Get on a Horse: A humorous look back at the career of Dorothy Johnson, the Western writer and former air raid warden, journalism professor and secretary of the Montana Press Association
11:30 am MNA Past Presidents’ and Awards Luncheon
2018 MNA Distinguished Service Award Presentation
2018 MNA Master Editor/Publisher Award Presentation
2018 Montana Newspaper Hall of Fame Induction
1:45 pm Educational Session by Leah Todd, Solutions Journalism Network
Solutions Journalism 101 Workshop
3:15 pm Educational Session by Leah Todd, Solutions Journalism Network; Melody Martinsen, editor and owner, Choteau Acantha; Nick Ehli, editor, Bozeman Daily Chronicle; Kathy Best, editor, Missoulian, The Montana Gap: Collaborative reporting on responses to Montana’s economic problems
5:00 pm MNA President’s Reception
6:30 pm 2018 Better Newspaper Contest Awards Banquet, Foundation Fundraising Activities
7:30 pm 2018 Better Newspaper Contest Awards Presentation, Emcee: Dennis Swibold, professor, U of M School of Journalism
9:00 pm Welcome Incoming 2018-2019 MNA President Scott Squillace, Yellowstone Newspapers
9:15 pm Announce Foundation Fundraising Activity Winners
10:00 pm Hospitality and Social Networking
### 2018 Convention Agenda

#### 133rd Annual Convention

**Big Horn Resort, Billings MT, June 15 & 16**

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
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<tbody>
<tr>
<td>General Convention Registration</td>
<td>$30</td>
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<tr>
<td>Zoo Montana Fundraising Event</td>
<td>$110</td>
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<tr>
<td>Golf Scramble Foundation Fundraising Event</td>
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<tr>
<td>Yellowstone Art Museum Foundation Fundraising Event</td>
<td>$30</td>
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<tr>
<td>Past Presidents' Luncheon</td>
<td>$50</td>
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<tr>
<td>2018 MNA Better Newspaper Contest Awards Banquet</td>
<td>$120</td>
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Please complete for each attendee -

- print full name and mark box for events attending. Thank you!

<table>
<thead>
<tr>
<th>Your Organization Name:</th>
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<tr>
<th>Please Send Convention Registration To:</th>
<th>Convention Lodging:</th>
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<tbody>
<tr>
<td>Ryan Stavnes, member services</td>
<td>Big Horn Resort</td>
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<tr>
<td>Email: <a href="mailto:member@mtnewspapers.com">member@mtnewspapers.com</a></td>
<td>1801 Majestic Lane</td>
</tr>
<tr>
<td>or</td>
<td>Billings, MT 59102</td>
</tr>
<tr>
<td>Montana Newspaper Association</td>
<td>(406) 839-9300</td>
</tr>
<tr>
<td>825 Great Northern Blvd, Ste 202</td>
<td></td>
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<tr>
<td>Helena, MT 59601</td>
<td></td>
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<tr>
<td>(406) 443-2850</td>
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<tr>
<td>Registration Deadline: June 1, 2018</td>
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**Our Mission:**

To advance and sustain the news publishing industry in Montana.
Burl Bowler returns to the MNA board

Burl and his wife Rozlynn own the Daniels County Leader in Scobey, MT.

As third-generation owner of the newspaper, Burl started his career at the Leader while in the first grade, stoking the coal furnace after school, graduating to typesetter and Linotype operator, and becoming a pressman at 12 years of age. In high school, he worked his way into the business, heading up collections, selling advertising and working as a job printer.

The Leader suffered a devastating fire in November of 2006, but thanks to a dedicated staff, never missed an issue.

The Leader plays an active role in raising substantial money for community projects through its unique and proven “paper-thon” method. Burl served on the MNA board in the past, was chair of the Scobey chamber and golf club, and active with three community foundations.

In 2017 Burl and Rozlynn were recognized by the Montana Newspaper Association with the Master Editor/Publisher Award.

Jo Dee Black joins the MNA board

Jo Dee Black, news director at the Great Falls Tribune, has joined the Montana Newspaper Association board of directors.

Jo Dee has a B.A. in English from Concordia College, Moorhead, MN. She has been with the Great Falls Tribune since 1998. Black also worked as a reporter at the Cut Bank Pioneer Press. Jo Dee replaces Jim Strauss on the MNA board.
Jim Durfey leaves the board of directors after 20 years

Verle Rademacher, then publisher of the Meagher County News and long-time MNA board member, asked me to join the Montana Newspaper Advertising Service board over 20 years ago. I had no idea that being on the board would be one of the most amazing experiences I would have. It was fascinating to learn about the newspaper industry in Montana and to rub elbows with board members who shared the same interests and challenges. It was also a privilege to serve with some of the most brilliant and capable people in the newspaper industry.

After a few years, I accepted the position of vice president of the MNAS board, which meant I also became a member of the MNA board.

The MNA’s mission is to advance and sustain the news publishing industry in Montana. That can be a challenge as a board member at times, when our member newspapers vary in size from small weekly papers, one with a circulation of only 250, to large dailies, one with a circulation of over 50,000.

One board meeting was scheduled in Helena in the 1990s on a very snowy January day. There were just barely enough of us board members to make a quorum. The harsh, winter weather prevented many board members from traveling to the meeting. We didn’t have tele-conferencing and Skype in those days, so the people who showed up were the only ones who could discuss the matters at hand and cast votes. It was necessary for every one of us to agree on proposals or nothing would have been passed.

During my service on the board, the MNAS has introduced new opportunities for member newspapers, such as the Statewide Classified Advertising Program and the Statewide Display Advertising Program. The Statewide Online Advertising Program is in the process of being launched, as well. We have also asked for rate increases for legal notices whenever the timing was right. A new legal rate increase will take effect later this year.

The MNAS and the MNA boards are much stronger in number these days. Board members represent small weeklies, medium-sized weeklies, large weeklies, small dailies and major dailies. These people represent the Montana newspaper industry well and are very competent individuals.

I will retire as advertising manager at The Livingston Enterprise at the end of the year. I decided to resign from the MNAS and the MNA boards at our April board meeting. I don’t feel the least little bit guilty about leaving the boards because I’m leaving them in the hands of very capable men and women.
Judge rules in Bozeman Daily Chronicle’s favor in public records lawsuit

By Whitney Bermes, Bozeman Daily Chronicle

A Gallatin County judge recently sided with the Chronicle in the newspaper’s request for public records from the city of Bozeman, ruling that the city prematurely sued the newspaper instead of making a decision on whether to release the records.

The ruling issued by District Court Judge John Brown came as part of a lawsuit the city filed against the Chronicle last year after the newspaper sought records related to an investigation into Jessica Johnson, the city’s former neighborhood coordinator who was recently charged with embezzling from the city.

Brown ruled last week that Johnson did not have a reasonable expectation of privacy in the documents requested by the Chronicle that pertained to any investigation into alleged misconduct, and that the city must turn over the documents to the judge.

The Gallatin County Attorney’s Office would then have an opportunity to file any objections to the release of the information due to pending criminal cases it has filed against Johnson. If there is no objection, Brown would release the information requested by the Chronicle.

As part of his ruling, Brown said that the city’s decision to seek a judge’s review of the documents requested is not consistent with Montana public records statutes or public policy.

However, Brown did not award the Chronicle its attorney fees. While the city did not adhere to Montana’s public records statute, Brown said he declined to award attorney fees and costs to the newspaper because, despite the newspaper and Brown’s “frustration” over how the city handled the request, it didn’t warrant making the city pay the Chronicle’s attorney fees.

In response to Brown’s ruling, Bozeman City Attorney Greg Sullivan said, “the city welcomes the clarity provided by the court and appreciates the recognition the city’s process was reasonable.”

Nick Ehli, the Chronicle’s managing editor, said while the newspaper was pleased Brown ruled in its favor, it was disappointed he didn’t also order the city to pay its attorney fees. Any person, newspaper reporter or otherwise, should not have to pay to access what are clearly public records, he said.

“We asked the city why it was investigating a former employee and got sued,” Ehli said. “The court agreed with our position, but without an award of attorney fees, the ruling sets a potentially dangerous and chilling precedent when it comes to the public’s right to know about the public’s business.

“The court is basically saying that, yes, the public does have a right to know, as long as you have plenty deep pockets to withstand a lawsuit brought by a government entity.”

The Chronicle’s request came last year after Johnson submitted her letter of resignation in June. In her resignation letter, she told city staff that she would “fully commit to make myself available to assist with anything needed and to finalize the investigation.”

On July 24, the Chronicle submitted a written request to the city, seeking any documents related to Johnson’s investigation.

Johnson asserted her privacy rights when the city informed her of the newspaper’s request. City Attorney Greg Sullivan and Assistant City Attorney Karen Stambaugh then filed a petition in Gallatin County District Court, asking a judge to review the documents the Chronicle requested and determine which, if any, should be released. The city said it filed the suit to avoid the risk of any potential lawsuits by Johnson if the information was released, or alternatively, a suit from the Chronicle if the city refused.

The Chronicle, represented by Benjamin Alke and Jeffrey Tierney of the Bozeman firm Goetz, Baldwin & Geddes, argued that the city failed to uphold its statutory and constitutional obligation to process the records request and issue a decision. Asking Johnson whether she would waive her privacy rights and then immediately filing the petition in District Court seeking a ruling were insufficient, the Chronicle argued. The city has a responsibility to analyze the request and make a decision on what could be disclosed.

And, the newspaper said, the documents requested are public information within the scope of the constitutional right to know and Montana’s public information statutes. A pre-emptive petition such as the city’s in this case, the Chronicle argued, could have a potential chilling effect on the public’s right to know.

The city, on the other hand, said it followed what’s required by law in how it handled the request.

And since Johnson was later charged by the Gallatin County Attorney’s Office with a felony count of embezzlement related to the investigation for which records were sought, those records may now include confidential criminal justice information, which is not public, the city argued.

In his ruling, Brown said the city did not act under its responsibilities under Montana’s public records statute.

While agencies may deny records requests if they believe there is reason to do so, the agency must provide a written explanation of its denial, Brown noted.

In this case, “instead, the City jumped the proverbial gun and initiated this lawsuit to insulate it from liability, handing off its statutory responsibility to (Brown) to determine whether the public records were subject to disclosure,” Brown wrote in his 29-page ruling.

The route the city took was also “not consistent with encouraging the exercise of fundamental rights,” Brown wrote.

“Rushing to file suit” as a way to minimize risk of potential future lawsuits “sends a message to individuals seeking information from public entities that they need to have enough money to participate in a lawsuit in order to even get an answer to their letter of request,” Brown wrote.

“An individual who exercises their constitutional right to seek public information, instead of being provided a reasoned response to their request, may instead receive a summons and end up party to expensive litigation without having the opportunity to decide whether that cost is worth incurring,” Brown wrote.

The city, by not making its own determination on which public records were subject to the Chronicle’s request, also made things “unnecessarily difficult and time-consuming” for Brown to meaningfully weigh the two parties’ arguments in this case, Brown said.

Despite the city’s actions, Brown did not make the city pay the Chronicle’s costs in defending the suit, saying while he shared the newspaper’s frustrations, he didn’t believe that the city took “a wholly unreasonable approach” when it prematurely filed suit against the Chronicle.

Brown ended the order by saying he was hopeful that his ruling gave the city a “clear direction” that will prevent shortcomings in how the city handles future public records requests.
Describe the PROPERTY, not the seller, or the neighbors, or the landlord, or appropriate buyers and tenants. Seemingly harmless words can get newspapers into trouble. It is important that words used in discriminatory contexts are avoided. Examples are: restricted, exclusive, private, integrated, traditional, board approval required. Some of these words, especially together or in certain local contexts, are used as code to create an atmosphere of discrimination. Beware of code words that carry hidden or subtle discriminatory meanings. When a word causes doubt, do without.

Furthermore, avoid symbols or logos that imply or suggest a preference based on one of the protected classes. Examples: crosses, the Star of David. By expressing a preference for one class of person, other classes are discriminated against. Such use might suggest to outsiders that they are not welcome in such a place. The use of human models in advertising is scrutinized in the same way that words are, because it is possible to indicate a preference for certain types of individuals by using certain kinds of models. The exclusive use of one kind of model can be interpreted as indicating a non-preference for persons in a protected class who do not look like the model. It does not matter whether the models are real individuals appearing in photographs or drawings in artists’ illustrations. When models are used in any series of housing advertisements, provide fair representation, over time, of the different kinds of people found in your market areas. The common sense approach to Fair Housing advertising is to use language or artwork or photography that is inclusive, not exclusive.

There are exemptions under the Fair Housing Act:

– Reasonable restrictions on the maximum number of occupants in a dwelling unit may be made.
– Under certain circumstances, religious organizations and private clubs may limit the sale, rental or occupancy of housing owned or operated for other than commercial purposes.

The Act does not apply to an owner of a dwelling containing living quarters for no more than four families (if the owner lives in one of the units), not to an owner of single-family dwellings (if the owner has no more than three). Yet it does apply if these same owners use a real estate broker and/or if they use discriminatory advertising.

For further reference of not acceptable, caution, or acceptable words most frequently used in housing advertising see the list of words in the Fair Housing Guide listed below.

**Not acceptable:** able-bodied, adult living, adult community, adults only, African, agile, alcoholics (no), Asian, bachelor, bachelor pad, blacks (no), blind (no), board approval required, Catholic, Caucasian, Chicano, Chinese, children (no), church(es) near, colored, couple, couples only, crippled (no), deaf (no), drinkers (no), employed (must be), empty nesters, any ethnic references, exclusive, executive, handicapped (not for), healthy only, Hispanic, impaired (no), Indian, Irish, integrated, Jewish, landlord (description of), Latino, married, mature couple, mature individual, mature person(s), membership approval req., Mexican-American, must comply w/park rules, no play area, # of children, Oriental, Puerto Rican, retarded (no), singles only, Soc. Sec. Ins (no), tenant (description of), white only, mentally handicapped (no), Mormon Temple, nationality, non-drinkers, older person(s), one child, physically fit, quiet tenants, seasonal worker (no), single person, stable, unemployed (no), mentally ill (no), Mosque, newlyweds, non-smokers, one person, Polish, responsible, shrine, smokers (no), synagogue / near temple, white.

**Caution:** active, close to country clubs / near desirable neighborhood, domestic’s quarters, female(s) only, female roommate, fisherman’s retreat, gays (no), gender references, gentleman’s farm, grandma’s house, golden agers only, handyman’s dream, lesbians (no), male(s) only, male roommate, man (men) only, mature, mother-in-law apartment, nanny’s room, near, no student(s), # of persons, prestigious, private, quality neighborhood, restricted, retired, retirees, Section 8 (no), secure, senior(s), senior citizen(s), senior housing, single woman/man, sophisticated, straight only, two people, walking distance of / within, woman (women) only.

**Acceptable:** bus/MAX (near), credit check required, den, drinking (no), drugs (no), drug users (no), Equal Housing Opportunity, family (great for), family room, fixer-upper, near golf course, hobby farm, luxury townhouse, neighborhood name, nice, # of bedrooms, # of sleeping areas, nursery, nursing home, play area, privacy, private driveway, private entrance, private property, private setting, public transport (near), quality construction, quiet, school district, school name, secluded, security provided, senior discount, (no) smoking, # of square feet, townhouse, traditional style, tranquil setting, verifiable income, with view, view of.

**EQUAL HOUSING OPPORTUNITY**
The Internet age had traditional newsrooms in a fluster over all the possibilities presented by practicing journalism that moved in some way.

Combined with the heady prospect of infinite space, multi-media projects like The New York Times’ Snow Fall had editors diving for every platform imaginable to bring their journalism to life — partly because it was all shiny and new. But this was mostly driven by the pressure to find new revenue streams in any way possible.

Even though it is possible to create multi-media stories, readers don’t necessarily want them.

Interactive tablet apps were launched; stories with lots of clickable parts were published.

No doubt a lot of this digital journalism was stunning to look at. But there was one thing that seemed to be forgotten in all this: the reader.

Readers simply didn’t engage in a way that justified the time invested.

Content-rich tablet apps came and went, and newsrooms were forced to reassess what part multi-media played in their content offerings.

Then came the clincher: the mobile phone. Readers didn’t have the technology — or the time — to tap on all these moving bits and chapters and pop-up screens on a small device. They wanted their content in a simple and digestible format.

And just the words, thank you very much. The March edition of Wired magazine supports this view. It revealed 71% of readers globally want to read their news in a mostly text format.

Like most newsrooms, at the Herald Sun we have experimented with rich storytelling techniques with varying degrees of readership return. We have rested on the fact — for now — that multi-media must be simple and must complement a story.

We also need to pick a format — whether it is text, photography, video, or audio — do it once, and do it well. Interactives — or richly built article pages with multiple moving elements — simply drive less engagement and traffic than a standard article page. They can play their part in a suite of offerings, but they must be used sparingly and only when the content suits.

An extension of this movement away from rich digital news formats to simpler content consumption is a rise in engagement with digital editions of the printed newspaper. At the Herald Sun, we are seeing a spike in the number of downloads of our digital print edition. Engagement went through the roof.

Our product team and digital edition provider have worked tirelessly at improving the overall quality of the experience. The digital edition comes with bells and whistles on top of everything — conversion of text to audio, Google Translate, a downloadable back catalogue.

But I still ponder if it’s gaining popularity because of the rapid march toward simpler consumption habits, whether that’s text on a phone, audio for my train trip home, a great photograph I can share, or scanning and reading a newspaper just as it has been printed. After all, newspapers don’t look as they do by accident. They are crafted, designed to be easily read, and look darn good on a screen.

Faster downloading and smaller file sizes also mean it can be super quick to get a full copy of the newspaper — with everything in it — on your device. Bigger screens mean it’s also much easier to read on the move. This is a good thing for publishers. It’s a strong subscription offering. And all of the ads, including classifieds, are reaching a whole new audience — a big win for advertisers.

Just like text-based stories, the digital edition of the newspaper is enjoying a renaissance. Long may it last.