Mel Ruder Photograph of the Year
Best Sports Photo
Division 4
2018 Better Newspaper Contest
By Hunter D’Antuono, Livingston Enterprise

Titled: High flying cowboy boot

Photo Caption: Bryce Rooney of Bozeman loses his boot and sock during saddle bronc riding at the Wilsall Rodeo on Sunday afternoon.
MNA Calendar

July
1  Annual deadline to file a County or Municipal Sworn Statement of Circulation
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
26  Member Educational Opportunity: Online Media Campus: How to Turn Facebook Changes Into Big Ad Dollars. Register at http://onlinemediacampus.com/

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

October
1  Deadline to file USPS Statement of Ownership, Management & Circulation Form 3526
7-13  National Newspaper Week
8  Federal holiday: Columbus Day
19  Deadline to submit articles for the October Press Pass newsletter

Thanks

• To Erica Yakawich, Independent Record, and Anton Kaufer, Daily Inter Lake, for leading our Digital Advertising Sales Training on May 18 in Great Falls.
• To the presenters and panelists of the 133rd MNA annual convention: John S. Adams, Montana Free Press; Cindy Sease, Bozeman Daily Chronicle; Dennis Swibold, U of M School of Journalism; Allison Perk, e Type Services; Leah Todd, Solutions Journalism Network; Melody Martinsen, Choteau Acantha; Nick Ehli, Bozeman Daily Chronicle, Kathy Best, Missoulian; and Jan Anderson, Boulder Monitor.
• To Darla Downs, The Herald-News, our outgoing 2017-2018 MNA president.
• To Stacy Wirtz, MNA Business Development Director, and Ryan Stavnes, MNA Member Services, for all their amazing work preparing for–and during–the MNA annual convention.

Thank you renewing Associate Member

Bronze Level Associate Member

Montana Newspaper Association

825 Great Northern Blvd., Ste. 202
Helena, MT 59601
Phone 406-443-2850
Fax 406-443-2860

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

June 22, 2018
Down to a sliver
Solar eclipse passes over Little Bighorn Battlefield during its coast-to-coast tour across the U.S.

By Andrew Turck
The Aurora News

The total eclipse of the sun that occurred Monday morning over Little Bighorn Battlefield also gave the region a coast-to-coast journey across the United States. The Little Bighorn Battlefield, a National Park Service unit, was one of the locations where the eclipse could be seen.

The eclipse, which lasted about two minutes, was visible in various parts of the country, including Montana. The total eclipse occurred in the sky over Little Bighorn Battlefield at 11:40 a.m., when the moon overlapped the sun, causing it to appear as a sliver.

Public health nurses offer back-to-school shots and tips

Shaina Naranjo, a public health nurse, says that it is important to make sure that children are up-to-date with vaccines before school starts. She says that it is also important to make sure that children are healthy and safe before they go back to school.

County Commissioners Back GNDC In Grant Application

The county commissioners have approved funding for the Grand North Dakota Conservation District (GNDC) to help with the purchase of property along the Missouri River.

The GNDC is looking to purchase a plot of land to the north of the Culbertson airport in order to build a new training facility. The commissioners have approved $200,000 for the purchase of the land.

Raging Inferno

Fires quickly spread through abandoned rental homes on the 300 block of Div. Street. People were chased from their homes, and a large structure fire was reported at 9:08 p.m.

Dousing The Flames

The Dawson Street fire, which started in 2012, is to see a 50/50 split between Roosevelt County and the Crow Agency.

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**Duplicate 2018 BNC Plaques – Order Form**

If you would like duplicate copies of First Place plaques, please complete and return this form by Friday, July 13, 2018, by email to Jim Rickman, jim@mtnewspapers.com.

The cost of the duplicate plaque is **$35.00 each for the BNC Category winner plaque**, and **$45.00 for the larger plaques** (Division General Excellence, Best Weekly, Best Daily and Mel Ruder Photograph of the Year Award), plus one-time $15.00 shipping and handling fee.

Newspaper: ____________________________________________________________

Shipping Address: _____________________________________________________

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+ shipping $15.00

Total $__________

MNA will invoice the newspaper for total amount due.

June 22, 2018
ITC to hear newsprint tariff testimony in July

July 17, 2018, will be the critical date for the Stop Tariffs on Printers and Publishers Coalition, as it tries to roll back tariffs imposed upon Canadian newsprint shipments into the U.S.

That is the date when the International Trade Commission will hear testimony from members of Congress, economists, paper producers and others on whether tariffs are justified.

Tariffs have been in place since January on shipments from Canada, as a result of two complaints brought by the North Pacific Paper Co. of Longview, WA, in August, 2017, alleging that Canadian suppliers receive unfair subsidies and charge prices in the U.S. that are lower than available in Canada.

The ITC has already made a preliminary finding that injury to domestic paper products has possibly occurred. These findings led the Department of Commerce to implement a tax on uncoated groundwood paper from Canada, which includes newsprint, of nearly 6.5 percent on many producers in January, up to 22 percent in March.

New maximum rate for legal advertising

The MNA was successful in our petition to the State of Montana Board of County Printing to increase the maximum rate of legal advertising to $13 per folio for the first insertion and $11 for subsequent insertions for the same advertisement. The new rates represent an 8.3% increase. The effective date was June 9, 2018.

This link will provide you with the details: http://countyprinting.mt.gov/county_printing_rates

July 1 is the annual deadline to submit a Sworn Statement of Circulation to your county and city clerk and recorder

This link will provide you with the details of the printing contract process for counties: http://leg.mt.gov/bills/mca/18/7/18-7-411.htm

This link will provide you with details of the printing contract process for cities/municipalities: http://leg.mt.gov/bills/mca/7/1/7-1-4127.htm

This link will provide you with the circulation forms: http://www.mtnewspapers.com/annual-sworn-statement-of-circulation/

2018 Better Newspaper Contest Awards

Congratulations to all our first, second and third-place winners of the 2018 Better Newspaper Contest Awards at the 133rd annual convention of the Montana Newspaper Association held on June 15 & 16 in Billings, MT. The top awards were presented to:

Billings Gazette  The Sam Gilluly Award for Best Daily Newspaper in Montana
Flathead Beacon  The Thomas Dimsdale Award for Best Weekly Newspaper in Montana
Hunter D'Antuono  Mel Ruder Photograph of the Year Award
Big Horn County News  Division 1 Newspaper General Excellence
Choteau Acantha  Division 2 Newspaper General Excellence
Lewistown News-Argus  Division 3 Newspaper General Excellence
Flathead Beacon  Division 4 Newspaper General Excellence
Billings Gazette  Division 5 Newspaper General Excellence

The 2018 Better Newspaper Contest results with judges’ comments: http://www.mtnewspapers.com/better-newspaper-contest/


Please join our family and dear friends on June 30, 2018 from 1:30-4:30 at the Bitterroot Valley Elks Lodge in Hamilton as we memorialize the life and stories of the late Bob Gilluly. For questions or more information, please email dmikel@bdplawfirm.com or call Donna Mikel (Bob’s daughter) at 423-443-7558.
Perhaps you have heard about the eye-opening obituary published earlier that has gone viral?

In it, the deceased, an 80-year-old woman from rural Minnesota, was taken to task by two of her surviving children who “understand that the world is a better place without her.”

Kathleen Dehmlow was from Springfield, Minn., where she died on May 31, and her obituary was published in a nearby town’s newspaper, the Redwood Falls Gazette.

The obituary makes reference to Kathleen’s affair with a brother-in-law and notes “she abandoned her children” and moved to California.

The children are Gina and Jay. The obit indicates Kathleen will “now face judgement (sic),” and closes with a send-off to end all send-offs.

“She will not be missed by Gina and Jay, and they understand that this world is a better place without her.”

Whoa. This is not what is usually meant by the term “Minnesota Nice.”

Believe me, I know. Though Montana is home and has been for 35 years, I was born in Minnesota and graduated from high school not far from where this mean-spirited obituary originated. I played baseball in Springfield and played football and basketball in Redwood Falls.

And for the record, I’m going to say right up front that my mom, who still lives back in southwest Minnesota, is the greatest person in the world and, I believe, has never done a mean thing in her life.

But not all mothers are like mine.

Anyway, the paid obit earned attention throughout the land and has created a dialogue about the legality of publishing and posting such unsavory and scandalous material.

“Basically if a family is working with us and we’re assisting with the obituary,” said funeral director Joe Trainer of Croxford Funeral Home in Great Falls, “we can make suggestions and recommendations. But ultimately they’re paying for it. We will allow the family to write anything unless it’s a factual error.”

According to the Minneapolis Star Tribune, the Dehmlow obituary was rejected by the weekly newspaper in Springfield, which is just east of Redwood Falls.

“It seemed quite vindictive,” Doris Weber, news editor for the Springfield Advance Press, told the Star Tribune. “We’re a small town, and it would have hurt a lot of relatives and friends…We need to be a more civil people.”

According to the Star Tribune, the Redwood Falls Gazette published the obituary as it was originally written, but took it down from its website. It was also taken down from Legacy.com, which is read by scores of people every day.

Trainer is originally from Tennessee and has worked at Croxford’s for four years. Before that, he was in the business in Iowa.

“I have not seen that (type of mean-spirited obituary), either here or out of state,” he said. “It’s not anything I’ve ever come across. But you can Google outlandish or funny obituaries and find hundreds that are exactly like that, where family members get their last say in.

“There’s plenty of them out there, but I can’t say I’ve ever seen one in Montana.”

Well, as a wise fellow (who was also my father) once told me: life ain’t perfect.

No, it’s not. And this obituary back in my home neck of the woods sure proves it.

My dad also told me that life is precious and to make the best of it. He said to keep the faith and always — always — look after and take care of Mom. It’s too bad the survivors of Kathleen Dehmlow had such a poor relationship with their mother.

In my view, it’s really too bad those angry folks felt it necessary to get in the last word like this.

After all, even a bad mother is better than none at all. Right?

As a former Minnesota boy who still has a beloved mother living near Redwood Falls and Springfield, here’s hoping this is the last time we see such a mean-spirited obituary touching the lives of the good folks in that part of the country.

Or else “Minnesota Nice” is going to lose its meaning.
Donald Lee LaBaugh, 75, was born in Great Falls, grew up on his grandparents’ Dutton-area farm and attended Dutton and Shelby schools. In April 1960, Choteau Acantha publisher Dick Nordhagen hired him part-time to clean the press forms.

In 1964, Dick brought him on full-time, and Don learned all facets of the commercial job shop, advertising and design and photojournalism. His career spans the days from hot lead to Linotypes to Compugraphics to desktop publishing. In total he has worked either full-time or part-time for the Acantha for 55 years.

In that time he set the ads and type, printed the paper on a flat-bed press, and for nearly 40 years, served as the photo editor at the Acantha, taking, editing and printing most of the photos from the mid-1970s through the 2000s. He has won many MNA awards for his photography. He took classes and workshops to transition from print to digital photography, becoming a skillful photo editor in Photoshop. Don served as a mentor to Jeff and Melody Martinsen when, at age 24, they purchased the Acantha in 1990.

For 25 years, Don and his wife, Ethelee, operated D&E Photography, taking pictures for private customers and serving as the Choteau Public Schools photographer.

In addition to Don’s outstanding contributions to the Acantha, he is also an active member of the Choteau community. He served as a Choteau volunteer firefighter and is active in his church, where he has held many positions. He is a past member of the Choteau Lions Club and the Choteau Jaycees.

Don still works at the Acantha part-time, coming in every Monday to help select and edit all the photos for each week’s print and online editions and run the commercial printing press as needed.

He and his wife have three grown children, seven grandchildren and seven great-grandchildren.

Bill Vander Weele was born in Sheboygan, WI, and graduated with a bachelor’s degree in journalism from Lakeland College in Wisconsin.

During his time at Lakeland, Bill served in administrative communication roles including sports information director. He won awards from the NAIA for his football media guides.

Bill started his newspaper career as the sports editor at the Sidney Herald. In his first year, he won the Montana Newspaper Association’s award for best sports pages for twice-weekly newspapers.

Outside of the office, Bill has been very engaged in the community. He coached the high school fast-pitch girls softball team for eight years, taking them from a last-place team to a program that went to two state tournaments under his guidance. He is past president of the Sidney Kiwanis Club and still serves on the club’s board of directors. He started the K-Kids program in Sidney for elementary students. He is the Kiwanis advisor for the Sidney High School Key Club and has been voted the state’s Key Club Kiwanis Advisor of the Year on two separate occasions. Bill is currently on the Learning Volunteers of America’s pro-literacy board in Sidney and is a past officer for the Sidney Baseball Commission.

Bill is currently the managing editor at the Sidney Herald, a position he has held since 1999. He also gained praise during short stints at the Kaukauna, WI, Times, and The Herald-News, Wolf Point. He feels fortunate to have worked with two MNA Master Editor/Publishers, Libby Berndt and Darla Downs. During his career, Bill has earned awards for news writing, column writing, feature writing, sports writing, layout, special publications, feature photography and sports photography from the MNA and has always appreciated MNA’s support.

Darla Downs embodies all that is a Master Editor/Publisher: incredibly passionate about community journalism, a staunch advocate for the public’s right to know and very active in her community.

She spent many hours in the The Herald-News office while her parents, Harry and Ina Downs, worked. Though she often “helped” around the office at a young age, she has been on the official payroll at The Herald-News since 1996, when she was hired as circulation manager/ad sales by her grandmother, Mamie Downs, who was publisher at the time.
Although she has no formal journalism education, she has a bachelor's degree in computer systems integration with a minor in accounting, both skills needed to run a successful hometown newspaper. Her journalism training stems from a strong English background, with on-the-job training and MNA and Poynter workshops over the years. Over the past 22 years, she helped convert from pasteup using hot wax and making negatives in the darkroom, to digital pagination and electronic transfer of files to a remote printshop. Her coverage and its reach.

In the late 1960s and the 1970s, he oversaw The Missoulian during tumultuous times locally and nationally. Coyle hired young, aggressive reporters to join the existing staff. Under his leadership, The Missoulian featured groundbreaking environmental reporting, in-depth coverage on local and state issues, watchdog reporting on local government, extraordinary photojournalism and a strong editorial voice.

Coyle often talked about how much he appreciated being able to have the newspaper cover politics and controversial issues without needing clearance from copper company executives.

Former Missoulian staff members recalled Coyle's quiet style of leadership and steady hand, his encouragement, his commitment to accuracy and balanced coverage and his shielding the staff from outside interference. As one said, Coyle ran a "happy office," which is rare. Coyle was committed to ensuring that the public's business be covered in the newspaper.

Coyle and his wife, Doris, had four sons: Jerry, Jim, Gary and David.

### Montana Newspaper Hall of Fame

By Chuck Johnson

Ed worked as a Montana newspaperman for nearly four decades, serving as editor and executive editor of The Missoulian from 1960 until his retirement in 1982. A Helena native, Coyle received a bachelor's degree, magna cum laude, in philosophy and education, from Carroll College in 1939, working summers for The Helena Independent. He spent a year at the newspaper before teaching high school and then becoming a Montana Power Co. customer service representative. In 1947, Coyle returned to newspapers with The Butte Daily Post and The Montana Standard, and eventually was promoted to state desk editor and news editor.

The Anaconda Copper Mining Co. had owned most Montana daily newspapers for decades until selling them to Lee Enterprises in 1959. A year later, Coyle was hired as executive editor of The Missoulian and promoted to editor in 1964. Coyle was put in charge of a newspaper that soon greatly expanded its staff, its

### Montana Newspaper Hall of Fame

By Jacques Rutten

Dick was a tireless promoter, defender and stalwart of newspapers for more than 35 years.

Dick served as president of the Montana Newspaper Association in 2007 and was honored as a Master Editor/Publisher in 2009. He served on the various boards of the Montana Newspaper Association for more than three decades, continuing until his death in February 2018.

At the time of his passing, Dick was publisher of the Dillon Tribune, a position he held since 2007. Prior to coming to Dillon, Dick served for five years as editor and publisher of the Big Horn County News in Hardin. Before that, he worked for the Boulder Monitor and also lived in Anaconda for 13 years, working for seven and a half of those years as editor of the Anaconda Leader. Dick also served as editor of the Shelby Promoter after acting as farm editor for a pair of Idaho newspapers. Dick graduated from the University of Montana School of Journalism in 1975 and his first newspaper job was as editor of the Ronan Pioneer.

Dick believed in the importance of local newspapers and supporting the communities in which they served. Over the years, he was a mentor to countless new journalists, passing on his love and passion for newspapers and the vital role they serve in our world.

In addition to being a great newspaperman, Dick was a pillar of his community and a dedicated husband and father. His wife Debbie was the love of his life. They were married in 1974 in Missoula, and together they have three daughters: Heather, Rebecca and Theresa. Dick and Debbie lived a life of service to their many hometowns, their family and their church.

Whether in his work or personal life, Dick was an all-around great guy who had a passion for life and lived it to its fullest.

The Montana Newspaper Hall of Fame is full of distinguished men and women who made valuable contributions to the newspaper industry and the world around them. It would be hard to find someone more deserving of this great honor than Mr. Dick Crockford.
The Montana Newspaper Association’s new Statewide Online Advertising Program (SOAP) is now available for your presentation to clients.

The new program will provide your local advertising clients a more extensive, statewide online audience at a very cost-effective investment. Program details can be found on the MNA website at: http://www.mtnewspapers.com/statewide-online-advertising-program-2/

Just like our other statewide, member-sold, display and classified programs, each member has the right to participate in the network. And we will continue to use the same exacting standards we apply to the current programs, so you can trust you’ll have superior quality ads on your website. And just like our other statewide advertising programs, the MNA will manage the administrative work.

Here’s what a member gains from the statewide online advertising program:

- Additional revenue.
- Filling an online need for your clients with the expanded audience.
- Creating additional credibility for your website.
- Supporting your MNA.

Here’s how it works:

- You select 1 run-of-site position on your website.
  - 150 x 150 square
  - 180 x 250 rectangle
  - 300 x 250 rectangle
  - 728 x 90 leaderboard

- Our partner, Missouri Press Association (MPA), will provide you the ad code to place on your website. This one-time step will allow the MPA to directly place and remove the online ad. You do nothing else.
- The MPA offers complete design service and formatting of the online ads you sell.
- The MPA will provide you and your client analytics at the end of ad campaign.

The Montana Newspaper Association is fortunate to have such outstanding members. We trust we can count on you as we launch the new online network, which will only strengthen our association and better serve you.

Take a moment and join the Statewide Online Advertising Program by downloading the signup form at: MNA Statewide Online Advertising Program Participation Form

Our thanks to the following members who have already signed up for the program:

The Herald-News  The Searchlight
Roundup  Havre Daily News
The Montanian  Livingston Enterprise
Belgrade News  Choteau Acantha
Daily Inter Lake  Hungry Horse News
Whitefish Pilot  Lake County Leader
Clark Fork Valley Press  Mineral Independent
The Western News  Big Horn County News
Cut Bank Pioneer Press  Shelby Promoter
Glacier Reporter  Whitehall Ledger
Yellowstone County News

Please call the MNA office at 443-2850 if you have any questions.
I am no fan of jumps. Anyone who has been to my workshops and/or followed my blog knows that.

The main reason why I don’t like jumps is that readers tell us time and again that they don’t like jumps. Some won’t even start a story that jumps.

If I owned your newspaper (don’t worry, no chance of that ever happening!), your last issue would be the last time you jumped a story. But… I’d have to show you how to direct your writers, write tighter and segment your stories. It wouldn’t be easy, but it would get done.

But I don’t own your newspaper (lucky you!) and I accept the reality that most newspapers will jump at least a couple of stories from page 1 and/or the sports front.

So, here are some suggestions to help you make jumps work better for readers:

**WRITE A JUMP HEAD** that makes sense. Just a word, like “Police” or “City” or “Chase” doesn’t do the job. One-word jump heads assume that readers always read from front to back. Not true. Many will actually start at the opinion page or the sports front and then go forward. So a jump keyword with a “follow” headline (see illustration) gives readers something that makes a bit more sense…and makes the jump more compelling to read.

**TAKE ALL JUMPS** to the same page. Readers can become frustrated when you take them to page 4 with one jump, page 7 with another and page 9 with still another. Designate one page as the jumps page and make sure it has enough space to handle all jumps—with visuals.

**INCLUDE A STRONG VISUAL.** Readers are more likely to begin reading a jump page that has some photos or graphics on it. A sea of gray will cause many to leave the page without reading.

**MAKE IT WORTH going to the jump.** I believe nothing is more frustrating to a reader than going to a jump that’s only seven or eight lines long. Readers will ask: “What? I came here for this? Why bother?” My suggestion: Use Ed’s “Rule of Eight.”

Here’s how it works: Make sure you run at least four inches of text on the front. That should be enough to get readers into the story. Then, run at least four inches of jump. That’s enough to satisfy readers who make the trip to the jump page. So, four inches on the front and four inches on the jump. But… don’t jump an eight inch story!

**DON’T JUMP** on a paragraph. Instead, always try to jump in the middle of a sentence. Readers are more likely to follow an incomplete sentence to the inside page.

**CHECK THE JUMP LINE.** It’s confusing and frustrating for a reader to see a jump line that says “See CITY, Page 8” and discover that the jump head says “COUNCIL.” Make sure they agree.

**CHECK THE JUMP.** It happens now and then: You’ve got a jump line taking readers to the inside, but then you trimmed the story into page 1…and forgot to remove the jump line. There’s no jump, despite your line that says “See CITY, Page 8.” And there are times when you get a more important story for the front page, deciding to move the original story inside. But in the rush of deadline, you forget to move that original piece. So, you have a jump to story that has no beginning. Stuff happens. Check and double-check.

Readers would prefer we not jump our stories. Ever. But if we’re gonna do it, let’s work to do it right.

**WANT A FREE evaluation of your newspaper’s design?** Just contact Ed: edh@henningerconsulting.com | 803-327-3322

**IF THIS COLUMN** has been helpful, you may be interested in Ed’s books: Henninger on Design and 101 Henninger Helpful Hints. With the help of Ed’s books, you’ll immediately have a better idea how to design for your readers. Find out more about Henninger on Design and 101 Henninger Helpful Hints by visiting Ed’s web site: www.henningerconsulting.com