Best Portrait Photo
Division 5: Daily newspapers (6 & 7-day)
2018 Better Newspaper Contest
By Kurt Wilson, The Missoulian

Titled: Proud American
Judge’s Comment: Great photo.
MNA Calendar

August
2 Member Educational Opportunity: Online Media Campus: Small Changes Can Make a Big Difference
Register at http://onlinemediacampus.com/
8 Member Educational Opportunity: New Statewide Online Sales Program Training. 10:00 am & 1:00 pm.
Call 1-888-852-5501.
17 Deadline to submit articles for the August Press Pass newsletter
22 Member Educational Opportunity: New Statewide Online Sales Program Training. 10:00 am & 1:00 pm.
Call 1-888-852-5501.

September
3 Federal holiday: Labor Day
3 MNA office will be closed for the Labor Day holiday
4 National Newspaper Carrier Day
5 Member Educational Opportunity: New Statewide Online Sales Program Training. 10:00 am & 1:00 pm.
Call 1-888-852-5501.
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

The Montana Newspaper Foundation recognizes the generous contributions and donations by our members and friends at the 133rd annual convention of the MNA.

In the past year, our Foundation has continued to support the Montana newspaper industry through financial gifts to provide internship grants, two scholarships for students of the U of M School of Journalism, a scholarship for the Montana High School Journalist of the Year, MNA member training programs and a grant to the Montana Journalism Education Association to support the continuing education of high school journalism instructors.

To make a financial gift to the Montana Newspaper Foundation, please contact Jim Rickman at (406) 443-2850 or jim@mtnewspapers.com

Montana Newspaper Association

825 Great Northern Blvd., Ste. 202
Helena, MT 59601
Phone 406-443-2850
Fax 406-443-2860
PARK FRACAS  
INTERESTS COMPETE FOR SPACE AT SPORTS COMPLEX

1st PLACE
Division 4
Weekly and daily newspapers with circulation of 4,501 or more

By Rob Zolman and Summer Goddard, Valley Journal

1st PLACE
Division 3
Weekly newspapers with circulation from 2,001 to 4,500

By Belgrade News Staff

To view all the first-place winners of the 2018 Better Newspaper Contest, please visit the following link: http://www.mtnewspapers.com/awards2018/presentation.php
2018-2019 Montana Newspaper Association Officers and Board of Directors

Title | Name | Organization
--- | --- | ---
President | Scott Squillace | Livingston Enterprise
1st Vice President | Tyler Miller | Independent Record, Helena
2nd Vice President | Kellyn Brown | Flathead Beacon, Kalispell
3rd Vice President | Erin Leonard | The Madisonian, Ennis
Immediate Past President | Darla Downs | The Herald-News, Wolf Point
MNAS President | Jeff Martinsen | Choteau Acantha
MNAS Vice President | Chad Knudson | Glendive Ranger-Review
Director | Jacques Rutten | Lewistown News-Argus
Director | Cindy Sease | Bozeman Daily Chronicle
Director | George Hoffman | Belgrade News
Director | Stacy Mantle | Havre Daily News
Director | Jo Dee Black | Great Falls Tribune
Director | Larry Abramson | U of M School of Journalism, Missoula
Director | Burl Bowler | Daniels County Leader, Scobey
Director | Rick Weaver | Daily Inter Lake, Kalispell

2018-2019 Montana Newspaper Association Committee Chairs

Legal & Legislative Affairs | Nick Ehli | Bozeman Daily Chronicle
Better Newspaper Contest | Kellyn Brown | Flathead Beacon, Kalispell

2018-2019 Montana Newspaper Advertising Service Officers and Board of Directors

President | Jeff Martinsen | Choteau Acantha
Vice President | Chad Knudson | Glendive Ranger-Review
Director | Erica Yakawich | Independent Record, Helena
Director | Erin Leonard | The Madisonian, Ennis
Director | Anton Kaufer | Daily Inter Lake, Kalispell
Director | George Hoffman | Belgrade News

2018-2019 Montana Newspaper Foundation Officers and Board of Directors

President | Melody Martinsen | Choteau Acantha
Vice President | Darla Downs | The Herald-News, Wolf Point
Secretary/Treasurer | Jim Rickman | Montana Newspaper Association
Director | Scott Squillace | Livingston Enterprise
Director | Jeff Martinsen | Choteau Acantha
Director-at-large | John Sullivan | Yellowstone Newspapers

Montana Newspaper Advertising Service Board of Directors Opening

Our Mission: To advance and sustain the news publishing industry in Montana.

We seek a Montana newspaper industry professional to serve a three-year term on the MNAS board of directors. This is a volunteer position, but you will gain excellent knowledge of the newspaper industry and advance your leadership skills. This is a seven-member board, with Jeff Martinsen, publisher of the Choteau Acantha, serving as the MNAS president. Our board meets quarterly at various Montana locations. The board of directors follows and maintains the bylaws of the association and acts as a resource to identify trends, issues, opportunities and challenges facing the Montana newspaper industry. A background in advertising sales, marketing or design is preferred, but not required.

We welcome your interest and questions. Please contact:
Jeff Martinsen - tetonads@3rivers.net 466-2403, or Jim Rickman - jim@mtnewspapers.com 443-2850

July 27, 2018
Scott Squillace currently serves as controller for Yellowstone Newspapers, based in the offices of the Livingston Enterprise in Livingston, MT. Scott holds degrees from both the University of Montana and Montana State University. Scott proudly served in the Navy as a nuclear reactor operator on a fast attack submarine before pursuing a career in business finance and management. Scott’s introduction to newspapers began 12 years ago when he accepted his current position with Yellowstone newspapers, where he remains active in overseeing all aspects of finance, operations and human resources for the 13 newspapers that comprise Yellowstone Newspapers. Scott joined the MNA board in 2013.

Kellyn Brown elected 2nd vice president of the Montana Newspaper Association

The founding editor of the Flathead Beacon, Kellyn has spent the last several years covering crime, government and social issues as a writer and editor in the Rocky Mountain region. A Spokane, Wash., native, he earned an associate's degree in photography from Northwest College in Wyoming before graduating from the University of Montana in 2002 with a bachelor's degree in journalism. Upon graduation, he covered the North Dakota Legislature for the Associated Press. He was then hired as a crime reporter at the Bozeman Daily Chronicle and won two regional awards for investigative reporting. Kellyn was the city editor and a weekly columnist at the Chronicle before taking the job as editor in chief at the Flathead Beacon.

Erin Leonard elected 3rd vice president of the Montana Newspaper Association

Erin Leonard is the co-owner of The Madisonian in Ennis, West Yellowstone Star and Lone Peak Lookout in Big Sky. The Madisonian is Montana's oldest continuously publishing weekly newspaper and Erin has deep roots in Madison County. Her family arrived in the Alder Gulch as stamp mill operators before the first issue of The Madisonian came off the press in 1873, and has been around ever since. Erin is passionate about the visual arts and, as the art director, she takes advertising and design seriously. Her first job, however, is being a mom to Harper, 10 and Jack, 7. A graduate of Sheridan High School, Erin studied business-marketing at the University of Montana – Western in Dillon and Montana State University in Bozeman. She left Montana for a few short years, living on the East Coast and the West, before she and her husband, Chris, came running back. Erin's love of her hometown, Virginia City, led her to serve on the town council. When she isn't obsessing about the newspapers, Erin enjoys music, travel, skiing, the outdoors, art, running and her 1967 Aristocrat Camper.

Chad Knudson elected vice president of the Montana Newspaper Advertising Service

Chad Knudson is the publisher of the Glendive Ranger-Review, a position he has held for five years. Knudson is a fifth-generation Glendivian who graduated from Dawson County High School. After graduating from Valparaiso University in Indiana and living and working outside the state for many years, he returned home in 2011. He joined the Ranger-Review in the newsroom, and his transition to publisher was aided by significant previous work in a variety of business management and sales roles. Knudson is single and enjoys being around many family members, including parents, siblings and nieces and nephews, who all reside in Glendive. He also serves in a variety of capacities in the community, including on the board of trustees of Dawson Community College and as president of the Leadership Glendive organization.
DAVENPORT, Iowa – Lee Enterprises, Incorporated (NYSE: LEE), has joined with BH Media Group, Inc, in an agreement for Lee to manage Berkshire Hathaway's newspaper and digital operations in 30 markets, beginning July 2, 2018. The agreement provides Lee with flexibility to implement revenue initiatives and business transformation consistent with how it manages its own newspaper and digital operations in 49 markets, while Berkshire Hathaway continues as owner of BH Media.

In Montana, Lee Enterprises owns the Billings Gazette, Missoulian, Independent Record, Montana Standard and Ravalli Republic.

Warren E. Buffett, chairman and CEO of Berkshire Hathaway, said: “I love our newspapers and am passionate about the vital role they serve in our communities. Although the challenges in publishing are clear, I believe we can benefit by joining efforts. Lee Enterprises’ growth in digital market share and revenue has outpaced the industry. Lee also has led the industry in overall innovation and performance, all while faithfully fulfilling its public trust as an indispensable source for local news, information and advertising. Our missions and goals match exactly, our markets are similar, and we both have excellent managers. Operating together will strengthen both of us, and Lee is logical to lead the process.”

Mary Junck, executive chairman of Lee Enterprises, said, “Berkshire Hathaway has been a significant investor across our capital structures for years, most recently in the $94 million refinancing of our Pulitzer Notes, which we redeemed in 2015, two years ahead of schedule. Our relationship has been positive for both and has become a foundation for us to come together in this agreement.”

She added: “This is an attractive strategic alliance for Lee, as it enables us to generate more cash flow, speed our debt reduction, enhance our industry leadership and further advance our abilities as we introduce our digital and print strategies at BH Media properties. Also, we are honored to be trusted by Warren Buffett and Berkshire Hathaway, among the most admired business icons in history. The publishing business is in transition, to be sure, but we remain positive about our future, as many print opportunities remain and digital audiences and revenue continue to grow and flourish.”

Kevin D. Mowbray, Lee president and CEO, said the management agreement has an initial term of five years and that Lee will receive an annual fixed fee of $5 million plus a significant percentage of profits over benchmarks. He said the operating framework gives Lee broad latitude to manage, while strategic decisions will be agreed upon jointly. He noted that BH Media will retain editorial control, consistent with Lee’s policy of local editorial decision-making.

“In addition to the primary benefit of deploying Lee’s successful strategies at BH Media, this alliance provides a significant expansion of operating scale, adding 30 markets to our own 49,” he said. “Together, we will have new opportunities across the board, especially in digital sales, advertising customer relationships, shared services and contracts with vendors and suppliers.”

In addition to 30 daily newspaper and digital operations, BH Media Group includes 47 paid weekly newspapers with websites and 32 other print products, reinforcing its position as, like Lee, the primary source for local news, information and advertising.
One of the questions editors get most often is: How do you decide what to put in the newspaper? There’s no single, easy answer. But there are some constants that might help demystify these decisions.

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**One:** It’s not a coincidence that “new” is three-quarters of the word “news.” And we always want to make sure that our coverage answers the fundamental questions of who, what, when, where, why and how.

When choosing what to cover, we ask:

- Is this something that our readers haven’t heard about?
- Is it happening now?
- Is it about an issue or institution important to people’s lives or important to the economic health of the community?
- Is it about a person or a place that we haven’t written about before or haven’t written about recently?
- Will the story help inform the choices voters might be asked to make or help them ask better questions of their elected representatives?
- Does the story provide context that is important to understanding the why and how behind what’s happening?
- On a day filled with grim news, will this story or this photo make people smile?
- Will this story shine a light on decisions affecting public policy that are being made in the dark?

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**Two:** We have limited resources. At the Missoulian, that means we have:

- Eight full-time reporters covering the University of Montana and higher education, natural resources and the environment, local governments, business, criminal justice, transportation, K-12 education, state government, politics, profiles of people in our community, the rich history of the region and stories from throughout northwest Montana. They also jump in to cover breaking news such as wildfires, floods and other disasters.
- Two full-time reporters covering all sports — from high schools to UM to professional teams — and one assistant sports editor who writes columns and stories, too.
- Two entertainment reporters who cover all types of music, art, theater, dance and the other interesting things Missoulians spend their leisure time and dollars on.
- Three photographers who shoot photos and video using cameras and, most recently, a camera-equipped drone.
- One opinion editor who not only writes the Missoulian’s editorials but edits the scores of letters and guest columns we get each week.

Our reporters and photographers must make sure that we have interesting local news and features every day for Missoulian.com, our website, and for the Missoulian newspaper. The website is updated multiple times a day, so reporters are often writing as they gather information. More and more often, they also are taking photos with cell phones, shooting video, producing FacebookLive features and gathering audio.

At the end of the day, reporters and photographers produce a final package for the next day’s paper. And because news never sleeps — and most sporting events happen on weekends — their work days often extend well into the evening and require work on the weekends.

***

**Three:** Because we can’t do it all, we weigh:

- What must be done today and what can wait.
- If we’ve covered something recently, is there something else we should write about that hasn’t gotten attention in the last year?
- Is this a story readers can’t get anywhere else?
- Does it fit our coverage priorities, listed above?
- Will not covering this daily story free up a reporter to work on an enterprise or investigative story that, ultimately, is more important?

***

**Four:** There is a wall between the newsroom and advertising. This means:

- While we want to hear story ideas from all our readers, including advertisers, all ideas carry the same weight and are judged by their newsworthiness.
- We treat advertisers the same way in our news coverage as we treat everyone else.
- If we do accept advertorial content for the website or for print, it is clearly labeled so that readers know what they’re looking at.

***

**Five:** There is a wall between our editorial and opinion section and our news sections.

- The editorial stances taken on the Missoulian’s editorial pages do not affect the newsroom’s coverage priorities or the way news stories are covered.
- Endorsements of political candidates reflect the opinions of the publisher, general manager and opinion page editor. They do not reflect the opinions of reporters and editors and do not affect who we cover and how we cover them.

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**Reminder: Code your legal ads and public notices**

The MNA is reminding members to double-check their legal advertising and public notices to make sure the “MNAXLP” code is on the page or with the ad. This includes all liner and display, legal and public notice ads.

The “MNAXLP” code allows the MNA to digitally transfer legal advertising and public notices to our critical public notice website: http://www.mtpublicnotices.com/mna/legals/

If you have any questions on the process, please contact Jim Rickman, executive director, at (406) 443-2850 or jim@mtnewspapers.com
Roz Bowler, Daniels County Leader, at the Yellowstone Art Museum event to support the Montana Newspaper Foundation. The flag was donated by Darla Downs, The Herald-News.

John Adams (left) and Drew Geiger (right) representing the Montana Free Press.

Darrell Ehrlick and Allyssa Small gather their first place awards at the 2018 Better Newspaper Awards Banquet. The Billings Gazette was recognized as the best daily newspaper. Photo by David McCumber, Montana Standard

Jacques Rutten, Lewistown News-Argus, presents Debbie Crockford plaques honoring Dick Crockford’s induction into the Montana Newspaper Hall of Fame. The large plaque Jacques is holding was designed and made by Stacy Mantle, Havre Daily News. Photo by J.P. Plutt, Dillon Tribune

Roz Bowler, Daniels County Leader, at the Yellowstone Art Museum event to support the Montana Newspaper Foundation. The flag was donated by Darla Downs, The Herald-News.
Best practices for covering suicide responsibly

By Kelly McBride, The Poynter Institute

How can journalists, celebrities and anyone who might make a post on social media embrace some best practices that will minimize contagion? (Yes, contagion is real: https://www.poynter.org/news/can-journalists-prevent-suicide-clusters)

I’ve been working with Dan Reidenberg, executive director of SAVE: https://save.org/ for years to help journalists cover suicide.

Here are some best practices from Reporting on Suicide: http://reportingonsuicide.org/.

- Include information about warning signs of suicide.
- Include messaging that suicide is not a natural or logical outcome of adversity. Instead, include a message of hope: Recovery is possible. In fact, most people who think about suicide do recover.
- Avoid stating the means of death. Yes, we are all curious. Responsible news organizations who feel compelled to include some detail will report it low in the story, but avoid putting it in headlines, teasers, captions, or social text.
- Use neutral photos of the individual. And avoid photos that invoke melancholy. Images of a person who appears peaceful, calm and serene send a message that suicide will get you to that peaceful place.
- Describe suicide trends accurately, and without alarm. Suicide is rising, but not epic, or skyrocketing.
- Choose the passive voice or indirect actors. Although we usually avoid this in good writing, in this case it reduces the agency of the actor. “A note was found.” “Investigators believe the cause of death was X.”
- Include quotes and advice from suicide prevention experts about what works. More specifically, “Treatment and intervention work.”

Kelly McBride is a writer, teacher and one of the country’s leading voices when it comes to media ethics. She has been on the faculty of The Poynter Institute since 2002 and is now its vice president.

The plural of emoji is?

AP Stylebook releases 2018 edition

What’s the plural of emoji, and how should they be quoted in news stories? Guidance for emoji (yes, that’s the plural usage) and a new entry on marijuana are among 200 new and updated entries to the 2018 Associated Press Stylebook, released recently. It includes nearly 200 new or revised entries covering fashion, business, social media use and more.


Check out some of the new updates, including the plural of emoji and terminology and usage details for marijuana at: https://www.poynter.org/news/ap-stylebook-update-multiple-emoji-are-emoji
For workplace safety, short-term fixes matter, but they’re not enough
By Randy Van Dyne, All Hazards Training Center, University of Findlay

Following the recent tragedy at the Annapolis Capital Gazette, here are a few important steps local news organizations can take now to improve overall safety for your staff and your facilities.

1. Make sure you communicate and work with your local law enforcement agencies (LE) and get in the habit of routinely sharing all of your questions and concerns with them.

For example, it is my understanding that although there was some initial communication between the Annapolis paper and local officials in 2013 about concerns with the perpetrator, there was a lack of follow-up – by either the paper or LE. That seems unbelievable, but probably more common than you think.

Local LE may be able to do or suggest something that helps you prevent a tragedy. Look at them as an ongoing resource.

Other advantages of working with local LE:

a. They can conduct active shooter training for you or provide you with a local contact who can. This training takes about an hour to complete, can be done in larger groups, and will give the trainees a sense of what to do, and how to protect themselves, if faced with an active shooter situation. It is very important that you do this.

b. Getting to know Local LE better is always a good idea – like the old saying goes, “It is never a good idea to make friends in a foxhole.” Get to know each other before any kind of crisis/disaster occurs.

c. Starting a more active working relationship with local LE will have benefits in the implementation of ongoing violence prevention programs (discussed in detail below).

d. Have local LE conduct a security review/walk-through of your buildings and make suggestions on improvements you can make. Some things to consider are:

1. Update policies about access to visitors, vendors and other tenants.
2. Have a secure door that locks.
3. Regarding locked doors – who has access? Old key cards still out? When was last time codes changed?
4. Check security of windows, side doors, loading docks, and other points of entry.
5. Have multi-purpose, accessible emergency exits.
6. Consider installing panic buttons.
7. Install cameras at each entrance to your newsroom.
8. Create a digital threat reporting policy.
9. Put procedures in place to quickly notify authorities.
10. Have a contingency plan.
11. Schedule an active shooting drill.

2. Don’t fall into the trap of getting active shooter training for everyone in your organization and thinking you are prepared.

Far too many organizations believe that when they collectively know what to do when someone shows up with a gun, they are completely prepared. There is a lot more you can/must do to help prevent incidents from ever occurring.

3. If I could give one piece of advice that can help you prevent workplace violence now and in the future, it is to implement a proven violence prevention program.

Contrary to public opinion, virtually no one makes a sudden decision to show up one day at a workplace to begin shooting. The motivation of almost all violent perpetrators is to get revenge against those that they feel have harmed them. This is called targeted violence and assailants plan their attack, sometimes for months. Potential perpetrators can be employees, former employees, customers/readers, neighbors, activists, or anyone with reason to get even with a particular organization, its owners, its employees, or even what it stands for.

Potential perpetrators move through the steps of a process called the “targeted violence continuum.” First comes ideation. They convince themselves that they must get even. Next, they plan how they might carry out the idea, selecting a date, a location, a weapon, or a target list. Then, assailants prepare: They locate a gun, make sure they have plenty of ammunition, and choose a time to attack when they can be certain the targeted individuals will be at the workplace. Working through this continuum takes the perpetrators some time, but eventually they reach the last step, implementation, and carry out their plan.

Learn to take advantage of the time provided to set up a network of information gathering on potential internal and external violence perpetrators, and determine how best to intervene before they reach the implementation stage.

To gather intelligence, you must teach workers what to report and exactly whom to report it to. You are looking for certain behaviors such as unusual moods, change in moods, threatening or strange writings, text messages, Facebook postings, verbal comments, etc. Make sure your system constantly gathers all the information it can. This is an ongoing program. Don’t implement it for a few months and let it lapse.

You never know when a potential workplace violence issue may become a threat to you.

Next, establish a “threat assessment management team.” Team members should include representatives from your security group, your human resource department and your management or administration. Important outside team members include local LE and local mental health agencies. Local LE can provide you with information that is more community based. Is the person in question a bad actor in the community? Local mental health provides you with a perspective you need, but probably don’t have on your own. The team is charged with collecting the information and determining how to best proceed – on a case-by-case basis. Is the person of concern just having a “bad day” or is there something deeper going on?

The ultimate goal is to intervene before the potential perpetrator moves through to the final stage of the continuum. Many times, the issues causing his feelings are resolvable. There may be mental health or other underlying issues to contend with. Law enforcement may have to step in. Your organization must be proactive to prevent the occurrence of workplace violence.

This can be done by using programs such as the one we teach called Threat Assessment Management (TAM) that was developed by the U.S. Secret Service. For more information, their website is www.secretservice.gov/protection/ntac/. Implementing TAM programs isn’t difficult, with assistance from outside organizations that have the necessary experience.

If we can be of service in any way, please don’t hesitate to contact us.

Randy Van Dyne is the executive director of the All Hazards Training Center (AHTC) at the University of Findlay. The AHTC has provided environmental, safety, health and security training to over 250,000 participants, coast-to-coast, since 1989. The AHTC is one of the nation’s leading providers of school and workplace violence prevention training. Randy also initiated degree programs in Environmental, Safety, and Occupational Health at Findlay, which have graduated more than 2,000 students.