Best Feature Photo
Division 4: Weekly and daily newspapers
2018 Better Newspaper Contest
By Hunter D'Antuono, Livingston Enterprise

Titled: Fearless Rider
Caption: Alex Ames hangs on tight during mutton busting at the Sundown Showdown at the Park County Fair.
MNACalendar

October
1 Deadline to file USPS Statement of Ownership, Management & Circulation Form 3526
8 Federal holiday: Columbus Day
9 Deadline to submit articles for the October Press Pass newsletter

November
1 Deadline to return your 2019 MNA Rate and Data Survey
6 Montana general election
7 Montana Newspaper Foundation 2019 Internship Grants open for application
9 Deadline to submit articles for the November Press Pass newsletter
11 Federal holiday: Veterans Day
12 Federal holiday: Veterans Day (observed)
22 Federal holiday: Thanksgiving Day
22 - 23 MNA office will be closed for the Thanksgiving Day holiday

December
2 Montana Newspaper Foundation 2019 Internship Grant application deadline
14 Deadline to submit articles for the December Press Pass newsletter
20 Montana Newspaper Foundation 2019 Internship Grant winners announced
24 - 25 MNA office will be closed for the Christmas holiday
25 Federal holiday: Christmas Day
31 MNA office will close at noon for New Year's Eve

January
1 Federal holiday: New Year's Day
1 MNA office will be closed for the New Year's holiday
3 2019 MNA Better Newspaper Contest is open for entries
7 Start of the Montana Legislative Assembly
18 Deadline to submit articles for the January Press Pass newsletter
18 MNA and MNAS Board of Directors' meeting in Helena

WELCOME

New Bronze Level Associate Member

NOW IS THE TIME TO PREPARE FOR THE 2019 BETTER NEWSPAPER CONTEST

Our 2019 Better Newspaper Contest is only three months away. Now is the time to prepare by collecting and selecting your best work from 2018. Look for rules and any contest changes in December.

The contest will be open for your entries on Thursday, January 3, 2019, and close on Wednesday, February 13, 2019.

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
2018 Better Newspaper Contest Winners

Best Page Layout & Design

2017 VETERANS EDITION
A Tribute to Central Montana Veterans and Service Members.
Special supplement to the Lewistown News-Argus

Thank You Veterans...
and all active service men and women for your sacrifice and commitment to the preservation of our freedom.
We Salute You!

1st PLACE
Division 3
Weekly newspapers with circulation from 2,001 to 4,500
By Megan Manley, Lewistown News-Argus

1st PLACE
Division 4
Weekly and daily newspapers with circulation of 4,501 or more
By Kou Moua, Missoula Independent

To view all the first-place winners of the 2018 Better Newspaper Contest, please visit the following link:
The Montana Newspaper Association (MNA), a non-profit organization representing 85 member newspapers and 44 associate members, seeks an Executive Director. This position will work closely with a board of directors and will direct operations of the 133-year-old MNA, its for-profit advertising sales subsidiary and the Montana Newspaper Foundation. Responsibilities include financial planning and operations, legislative work, marketing/advertising, seminars and conventions, contests, office and personnel management and publications. Successful candidate will understand community newspapers, web-based news and advertising, use of social media and exhibit strong communications and interpersonal skills. $70K - $90K DOE. Anticipated start date for this position is mid-December.

Send letter of application, resume, salary history and salary expectations to Montana Newspaper Association, 825 Great Northern Blvd., Ste. 202, Helena, MT 59601 or email to jim@mtnewspapers.com

**Deadline for applications is October 12, 2018.**

*Our Mission: To advance and sustain the news publishing industry in Montana.*
A love of both the written word and capturing life's moments with a camera began at an early age. An introduction to photojournalism in high school cemented her chosen career path. Summer is a 2002 graduate of the University of Montana School of Journalism, one of six founding partners of the Valley Journal newspaper and, most importantly, the mother of Finn, Gracie and Rowan. Currently the editor and publisher of Your Homegrown Newspaper, Summer is grateful to work with the talented group of professionals and family members that comprise the newspaper’s staff. Living, parenting and publishing in beautiful northwest Montana, “It doesn't get any better than that.”

Jim Eshleman joined the Big Horn County News in Hardin MT in 2006 as a part-time reporter/photographer. In 2008 he accepted a position in advertising sales and is now the publisher of the newspaper.

Jim was raised in Hardin, and after graduation from high school he attended Montana State University in Bozeman, earning a degree in film and television production. Jim has an extensive background and passion for design and photography. He attributes these skills to the ongoing improvement of the Big Horn County News.

Jim has served for 10 years on Hardin's City County Planning Board and has been chairman since 2013. He enjoys landscape and wildlife photography as well as hunting.

John Adams, founder of the Montana Free Press, right, speaks with a delegation of five Iraqi journalists brought to Montana through the U.S. Department of State's International Visitor Leadership Program and hosted by WorldMontana this week. Chuck Johnson, longtime Montana political reporter, also spoke with the journalists about freedom of information and reporting on state government matters.

Photo by Thom Bridge
Helena Independent Record
Lee closes Missoula Independent

By Missoulian Staff

Lee Enterprises abruptly shut down the Missoula Independent, the city's alternative weekly newspaper, Tuesday, September 10, prompting outrage and mourning on social media, and a demonstration outside the Missoulian late Tuesday afternoon.

"It's sad for us to see a publication as longstanding and as freethinking as the Independent shut down," said Erin Erickson of Missoula Rises, which organized the demonstration that attracted about 75 people on the corner of South Higgins Avenue and Fourth Street East. Erickson stressed that the demonstration was not aimed at the Missoulian; rather its corporate owner, Lee Enterprises.

Matt Gibson sold the Independent — widely known as the Indy — to Lee in April 2017, then served as general manager for the Missoulian, the Ravalli Republic and the Independent. In Montana, Lee also owns the Billings Gazette, the Helena Independent Record and the Montana Standard in Butte.

"The Independent has consistently lost money for its owners and is not financially sustainable," said Gibson, who'd owned the Indy since 1997.

"I had hoped that by selling it to Lee Enterprises we would be able to create collaborative approaches and find new efficiencies to turn it into a profitable business," Gibson said. "Unfortunately our efforts were unsuccessful and the Indy continued to lose money."

The Missoula Independent's website has been redirected to the Missoulian site, and its Facebook account deleted. Staffers posted on social media that they could not access their Independent email accounts.

"Made my last edit on a cover story at 12:29 a.m.," Indy staffer Derek Brouwer tweeted Tuesday morning. "Was woken at 7:50 a.m. by a call from Lee Enterprises saying that the Indy is closed, effective immediately."

Brouwer also tweeted an image of an email from Lee informing staffers that the paper had closed and that "the offices will be closed and you are not to report to work or come into the building." Salary and benefits will be provided through Oct. 10, according to the note.

Staffers could call the Missoulian to schedule an appointment to pick up their personal belongings, or have them mailed, according to the note.

Gibson rejected characterizations on social media that those actions amounted to a "lockout," saying that Indy staffers "continue to receive salary and benefits for a period of time … We're continuing to negotiate with the union as we unwind our operations."

Independent staffers declined to comment to the Missoulian.

The shutdown of the Independent follows a downward trend in the newspaper industry, particularly for alternative weeklies. The Village Voice in New York City closed two weeks ago and Seattle's alt-weekly, The Stranger, now publishes only every other week.

In April, the Indy staff voted to unionize, forming the Missoula News Guild. Negotiations were ongoing when the paper closed.

Lee Banville, an associate professor of journalism at the University of Montana, said the news of the Indy's closure seemed inevitable. (Banville's wife was a freelancer for the Independent.)

"It certainly seems like the direction things were headed almost from the time Lee Enterprises purchased the Indy, and certainly once the Indy staff unionized," he said.

Mark Anderlik, a longtime union organizer in Missoula who attended Tuesday afternoon's demonstration, said he was "outraged" by the decision to shutter the Indy.

"The implicit premise when they bought the Indy was that they would find a way to make it go so that we'd have robust journalism … this betrays the workers who'd worked hard at the Indy."

When the sale was announced last year, Gibson said it would allow Lee and the Indy to "maximize our resources to deliver strong local reporting, and we'll offer unbeatable audience reach and marketing savvy for advertisers."

Banville said one thing that did surprise him was Lee Enterprises' apparent decision to shutter the Independent website, which makes its news archives inaccessible.

Gibson said efforts are being made to preserve the Indy's archives.

"It's important to preserve the history of the paper, which is the history of the community," he said. "We'll make sure to make appropriate arrangements."

Banville said he doesn't think the decision by the Indy staff to unionize was the paper's death knell.

"It might have changed the timing. It took the debate about the future of the alt-weekly public and it also clearly rankled Lee Enterprises to have to deal with a union. It may have sped things up," he said.

Banville said "it's a loss" that the staff wasn't given time to put together a final issue with advance notice that it would be the last.
In an effort to serve students better at the University of Montana, Larry Abramson, dean of the School of Journalism, will become special adviser to the provost starting Sept. 10.

In this new capacity, Abramson will provide UM’s new Executive Vice President and Provost Jon Harbor with guidance and assistance for cross-cutting university priorities in which he has key knowledge and experience – one of which will be in global and international opportunities.

Abramson was a prominent NPR news correspondent before joining UM as dean of the School of Journalism in 2014. Denise Dowling, currently associate professor and director of student services in the journalism school, will take over as interim dean on Sept. 10.

“I look forward to serving the UM community in my new role as special adviser to the provost, specifically on topics such as diversity and inclusion,” Abramson said. “I’m confident that the staff and faculty of the J-school will continue their longstanding commitment to serving students, and that their dedication and experience will make this transition successful.”

Dowling served in the interim dean role from 2012 to 2014, while the search for Abramson took place.

One highlight of Abramson’s tenure as dean includes expanding Montana Journalism Abroad, which sent three groups of students overseas to Germany, Japan and Korea to produce original journalism about some of the challenges and opportunities these countries face. This work received widespread publication, including in CityLab, a prominent news website.

Other achievements include the Crown Project, a mentoring and scholarship program for graduate students studying the Crown of the Continent, as well as the launch of the Montana Media Lab, which included hiring of the lab’s founding director.

“The UM community at large, and J-school students in particular, benefited from Abramson’s extensive network of journalism professionals, many of whom Abramson brought to campus for lectures and workshops,” Harbor said.

Abramson’s role as special adviser to the provost comes at an opportune time – UM’s executive vice president and provost has been in that role for a bit over a month.

“Larry’s perspective and advice are valuable to me during my first year as UM provost,” Harbor said. “His knowledge and experience relating to free speech, diversity and inclusion, making the most of UM’s global and international opportunities and honors education, will help advance a number of our goals for UM.”

Two Montana newspapers stay in the family

Ann and Tom Mullen have sold the Philipsburg Mail and the Silver State Post in Deer Lodge to their son, Jesse Mullen.

“I’m excited to return to southwest Montana,” Jesse said. “After spending the better part of the last decade working for large corporate newspaper chains I look forward to reinvesting in these newspapers and becoming an active part of the community.”

Ann said that she and her husband, Tom, who serves as editor of the paper in Philipsburg, expect to continue working at the paper.

“Jesse and his wife, Sasha, are planning to move to the Deer Lodge area, which means they’ll have local ownership there so we’ll get to see more of them and our grandkids,” she said.

Jesse is also a co-owner of the Thermopolis Independent Record in Wyoming.
Ryan O'Connell experiences Ekalaka, MT

Ryan O'Connell really didn’t know what to expect when he arrived in Ekalaka, MT, population 350, to do an internship with Eric Lovec, publisher and owner of the Ekalaka Eagle. “But it turned out to be a great experience,” Ryan said. Ryan is a student in the University of Montana School of Journalism and is a writer for the Montana Kaimin student newspaper.

Ryan said “work began the next day, and I ended up covering everything from legal proceedings to children’s story time at the library. I liked the team atmosphere and being able to sound off ideas with Eric. It was excellent to be able to hone my photography, editing and writing.”

The internship was funded in part by the Montana Newspaper Foundation. The Ekalaka Eagle was one of five Montana newspapers in 2018 to receive a financial grant from the foundation.

“The internship was a great experience for both of us. Ryan is a great storyteller. Although I had him cover a bit of everything, he really excelled in lifestyle pieces, painting vivid pictures. Every week, he would joke that he had peaked, but each week his articles had more and more hits online. Ryan became well-known around town as the intern. In his final week at the Eagle, Ryan wrote a magnificent article about the old grade school in Ekalaka, which is soon to be torn down. Almost everyone I talked to for the next month told me how much they enjoyed it, and how it provoked their memories of times inside the school,” Eric Lovec said. “I can’t speak for Ryan, but I cannot imagine having a better experience with an intern. Ryan will make an excellent journalist and will be a great asset to any team, no matter where he goes. I greatly appreciate the opportunity winning the grant afforded me.”

2018 USPS Statement of Ownership

The deadline for filing your Statement of Ownership, Management, and Circulation (PS Form 3526) with the U.S. Postal Service is October 1 of each year. The filing and publication of this form is a requirement for maintaining Periodicals mailing privileges. Dailies must publish a completed copy of this form in their newspaper by October 10, and non-dailies by October 31.

USPS has revised PS form 3526. The latest form has a July 2014 date at the very bottom. The ability to claim electronic subscribers has been incorporated into the form. PS Form 3526x (worksheet) is no longer necessary. Claiming electronic paid subscribers is voluntary. If you choose to not claim electronic copies, page three has a box to certify that at least 50% of all distributed copies are paid for above a nominal price, and a signature section.

There are specific requirements as to what defines a paid electronic subscriber. A print subscriber that is given free access to your electronic version is not a paid electronic subscriber. A paid electronic subscriber must pay a separate subscription rate that you have established for electronic subscribers. You are allowed to offer discounts to this rate but there are limitations.

Additionally, reporting less than 60% total paid subscribers on your Statement of Ownership could trigger a USPS circulation audit to verify your Periodicals eligibility. Also, at least 40% of your paid circulation must consist of printed copies.

The form, including instructions, can be found at: https://about.usps.com/forms/ps3526.pdf

2019 MNA Rate and Data Survey is now available

The annual Rate and Data Survey is the ultimate tool used by the MNA to accurately represent our membership for advertising and other services.

With 85 member newspapers, we enjoy the challenge of processing the hundreds of details involved in print and digital advertising as we strive to develop easy-to-understand presentations and proposals for our potential clients. Our goal is to respond to our client advertising requests within 24 hours, making the information in the Rate and Data Survey an invaluable administrative tool for the MNA staff.

We ask for your commitment to fully complete the survey, which consists of five (5) tabs, and return it to the MNA office by November 1. And, as always, we welcome your updates at any time to help us accurately represent your newspaper.

Thank you in advance for your assistance. Please contact Stacy with questions at (406) 443-2850 or stacy@mtnewspapers.com. The survey is also available for members to access from the MNA website: MNA 2019 Rate and Data Survey.
Longtime Daily Inter Lake Managing Editor Frank Miele has announced his retirement. Miele, 63, announced his decision to the Inter Lake staff, at which time Inter Lake Publisher Rick Weaver also announced that Regional Editor Matt Baldwin will take over as managing editor on Sept. 27. Miele has worked with Baldwin for the past two years and said he is glad for the continuity in the newsroom.

Miele has been managing editor of the Inter Lake since 2000 and celebrated his 34th year at the newspaper in January. He was hired as wire editor at the Inter Lake by former Managing Editor Dan Black in 1984, and later assumed roles as entertainment editor and editor of the Flathead Business Journal for nearly 10 years.

“I can’t look back without thinking of all the hundreds of people I have worked with through the years,” Miele said Friday. “The Inter Lake gave me a family when I didn’t have one, and then when I did have a family of my own, it gave me a way of supporting them, so I will always be grateful for the opportunity to serve this community with people I love.”

Miele said that although the Flathead Valley has changed immensely in the nearly 35 years he’s been here, one thing that hasn’t changed is the Inter Lake’s passion for “telling the story of our local people.”

“Fortunately, that will continue in the coming years as Matt takes over as managing editor,” Miele said. “He’s spent more than a decade in this community, and will be well-positioned to make sense of the changes yet to come.”

Baldwin joined the Inter Lake newsroom in 2016. He previously was editor of the Whitefish Pilot. Baldwin lives in Whitefish with his wife, Sadie, and two young daughters, Isla and Samantha.

Miele’s earlier career in journalism was spent at the Bismarck (North Dakota) Tribune and briefly at the Los Angeles Daily News. He was raised in New York state, studied anthropology in New Orleans at Tulane University, then moved west in 1977 to study creative writing in the graduate program at the University of Montana and later the University of Arizona. He never took a journalism class, but said he learned the craft by growing up in New York and reading the Daily News, New York Post and New York Times every day.

He has published poetry and criticism in a number of small magazines, including the Whitefish Review. For the past 14 years, he has written his popular “Editor’s 2 Cents” column every Sunday in the Inter Lake’s Montana Perspectives section.

“Some people love me and some people hate me, but my goal has always been to educate, not to irritate,” Miele said. “My column started out as a weekly collection of personal reflections, but after one reader scolded me for not doing enough to help the country I loved, I decided to dedicate myself to an honest critique of politics, the media and culture.

“If you happened to fall on the down side of that critique, you probably didn’t like me,” Miele continued, “but it should be obvious I always spoke from the heart. I’m grateful to publishers Tom Kurdy and Rick Weaver for giving me the opportunity to express myself freely for so long.”

Weaver, who has personally known Miele for nearly 35 years and worked with him for over a decade, said “of all the people I have met in my career Frank is certainly in the top five of people who have grown or evolved over time.

“There is no doubt his column has been a hotbed of discussion for years and I imagine many people will be sad to see Frank and his column retire,” Weaver said. “Of course, there are probably people rejoicing at the same time ... One thing people who don’t know Frank personally probably don’t understand is his deep love of our country, state and community. In his mind that is what came first and what he tried to represent in his column each week.

“Frank clearly understands the rights of free speech and the press and tried, probably to a fault at times, to treat everyone fairly and the same,” Weaver said. “I am sure there are folks who don’t believe that statement, but those folks probably don’t know him.

“We wish Frank well in his much-deserved retirement,” Weaver added.

Miele lives in Kalispell with his wife River and their son Huzhao. Their oldest son, Carmen, graduated from the University of Montana and lives in Missoula, and their daughter, Meredith, is attending Montana State University in Bozeman.

“It’s hard to say goodbye to a career I have loved, but the time has come for me to move on,” Miele said. “My youngest son is 8, and I want to be able to spend as much quality time with him as I can while I’m still young enough to do so.”
For five weeks this summer I was an intern at the Cut Bank Pioneer Press. I wrote stories, took photos, interviewed everyone from rodeo riders to Hutterites, and had a great time doing it.

I am from Virginia, so living in Montana all this time was a bit of a change, but it was definitely worth it.

The night I arrived here, it was a Wednesday, and on Wednesdays here in Cut Bank, the city hosts a farmer’s market. I came into this experience with little information on what exactly my job entailed, but I was very eager to do whatever the job came with.

So, that day, having barely arrived, I was asked to take information from all the vendors about who they were and what they were selling, as well as to take photos of all of them. It was daunting, but it showed me that a lot of the work I would be doing was very nitty gritty and I would often have to just “figure it out” as some may say.

I also learned the people in towns that are small like this one are really inviting and were willing to help me out in a lot of different ways.

Some of my best experiences started when I was asked to go on assignment, given few parameters and left on my own to complete what I was asked to do—whether it was an article or photographing a local event or people.

For example, during my second week, I was asked to photograph the local O-Mok-See competitions. These are similar to a rodeo, but all the events are on horses. I had to figure out my way around the ring, had to let people know who I was and why I had a camera, and did a lot of work to capture the action. It was a blast.

Later, a group called the Montana Women in Agriculture held a forum on a recent book they published and spoke in the park about their experience and what they believe to be valuable lessons that they have learned on the farm.

For this event, not only did I write a story for the newspaper to give others a synopsis of the event, I also videoed the entire presentation, and edited that video in a meaningful way, cutting out unimportant parts, and highlighting parts that held good information.

I worked in many different types of media while I was in Cut Bank and I was able to refine my writing, photography and video skills while doing it.

I also performed tasks during work hours that had nothing to do with the newspaper but utilized my skill and expertise with PhotoShop. I was asked by my boss, LeAnne Kavanagh, to make a logo for an upcoming religious event.

Some of the tasks I did were more than what I expected in coming to work at a newspaper, but I think this internship taught me a lot of different values as well as insight into community journalism.

During my five weeks, I also had a lot of free time to fill. I am a fly fisherman, so, because I was in Montana, I had a lot to do outside of the office. Also, being central to Glacier National Park gave me a ton of opportunities to explore the natural beauty that Montana holds.

I encourage others to take advantage of available internship opportunities.

I did a lot of different things while I was in Cut Bank, and this internship surpassed the expectations I had for what I would do during my five weeks at the Cut Bank Pioneer Press.

Cormac’s internship with the Cut Bank Pioneer Press was funded in part by a grant from the Montana Newspaper Foundation.
Melissa Loveridge, Bozeman Daily Chronicle intern
By Whitney Bermes, Bozeman Daily Chronicle

Melissa Loveridge, a University of Montana School of Journalism senior and native of Colstrip, Montana, joined the Bozeman Daily Chronicle as our summer intern.

Melissa started out her summer with us writing about Bozeman’s iconic downtown theater, the Ellen Theatre, getting ready for major renovations. She covered efforts to help design a new park in Bozeman, introducing readers to the term “dragon tunnel.”

When reporters were gone, Melissa jumped in and covered important things like school board meetings, court hearings or breaking news.

There were some very sweet features Melissa wrote, like one about a 74-year-old Bozeman man who accidentally called the wrong number, which ended up saving his life, or another about a man designing a labyrinth at the public library to honor his late wife.

But Melissa also eagerly wrote about hard news, like when she took a deep dive into how Bozeman’s housing crunch is impacting college students, or when she kept a close eye on a labor dispute in Three Forks that left more than 30 people out of work.

Melissa was a joy to have in our newsroom. She worked hard, met deadlines, turned in clean copy and had a great nose for news. We couldn’t have asked more from a summer intern and know she has a bright future ahead of her!

Melissa’s internship with the Bozeman Daily Chronicle was funded in part by a grant from the Montana Newspaper Foundation.

ITC reverses newsprint tariffs
By David Chavern, News Media Alliance

We applaud the International Trade Commission (ITC) for reaching a final, unanimous negative determination that Canadian imports of uncoated groundwood paper, which includes newsprint used by newspapers, do not cause material harm to the U.S. paper industry.

The Department of Commerce recently upheld the tariffs and, though they revised them to slightly lower levels (but still as high as 20 percent), the tariffs would have been unsustainable for newspapers and other printers and publishers.

Fortunately, our voice was heard at the ITC hearing last month, and they made the right call today in reversing these harmful tariffs.

Over the last several months, while the Department of Commerce and the ITC conducted their investigations into the trade case (brought by one paper mill, NOR-PAC), we have emphasized that the decades-long shift of news and information from print to digital platforms – not imports from Canada – is the cause of the decline in demand for newsprint.

Local papers provide essential coverage of local governments and community news and events. In many communities, the local paper is the only source of community news. Unfortunately, the damage to newspapers from preliminary tariffs imposed by the Department of Commerce since January has already been done. The tariffs have disrupted the newsprint market, increasing newsprint costs by nearly 30 percent and forcing many newspapers to reduce their print distribution and cut staff.

We hope today the reversal of these newsprint tariffs will restore stability to the market and that publishers will see a full and quick recovery. Our democracy depends on it.

National Newspaper Week 2018
October 7-13
Materials for use by newspapers promoting NNW will be available at: http://www.nationalnewspaperweek.com/
Longtime Billings Gazette publisher Mike Gulledge announced to staff on Monday, September 24, he is resigning from the newspaper and from his position as operating vice president with Lee Enterprises, the Gazette's parent company.

Taking his place will be Dave Worstell, who has been the Gazette's general manager for four years.

Gulledge, 58, has served as the publisher of The Billings Gazette for 18 years, and spent his entire career with Lee Enterprises, beginning as an intern for The Southern Illinoisan in 1982.

Worstell told staff Monday morning that he was thrilled to lead the organization that has the No. 1 audience and readership in the Treasure State.

“I went through this kind of life-changing event,” he said. They decided to let the life-changing event be just that; Gulledge would make a change and step away from the news business.

Those who work closely with Gulledge spoke of his dedication to his community and to the state.

“I can think of two words to describe Mike,” said John Cech, president of Carroll College. “He cared.”

Cech, who was with Rocky Mountain College when Gulledge took over the Gazette 18 years ago, noticed immediately his interest in higher education. Cech would go on to serve as dean of City College and deputy commissioner of the state’s university system. In each role he rubbed shoulders with Gulledge.

“He is truly, in my opinion, someone who cares about his community and the state,” he said.

Lee’s president and chief executive officer, Kevin Mowbray, said Gulledge has been an invaluable member of the corporate leadership team.

“He’s spearheaded countless successful initiatives for our company,” Mowbray added. “His energy and passion for our industry are contagious. He will be greatly missed.”

Former longtime Billings Gazette publisher Wayne Schile has known Gulledge since he began his career in Lee.

“Mike is the best of the best,” Schile said. “He is responsible for so much good in Lee. Under his leadership, he has helped Billings remain the Magic City. And, whatever he pursues he will be successful.”

Gulledge is excited about what the future holds, for him personally as well as for Worstell and The Gazette.

“We are still the premier media company,” Gulledge said. “Whether it’s print or digital, we are still number one.”

It’s something Worstell hopes to continue.

“We’re connecting with 86 percent of adults in our area,” Worstell said. “We’re still doing the good work.”

Much of that is due to the way Gulledge led the paper, he said. Worstell talked about Gulledge’s strong leadership and his ability to navigate a business in an industry that’s seen some dramatic changes.

“He’s left the Billings Gazette in a really good place,” Worstell said.

Moving forward as publisher, Worstell’s main goal will be maintaining the Gazette’s reach in print and digital media, and increasing it in the areas where there’s room to grow.

And he’s got the right crew in place to do it, he said.

“I’m comforted that we have such an amazing team here,” Worstell said. “This team just gets it done.”
A 2014 graduate of Wolf Point High School, I returned home to Wolf Point after several years away at college and interned at The Herald-News this spring. I graduated from Williston State College in June with an associate of arts degree.

My internship at The Herald-News provided me the opportunity to explore journalism in my hometown. I enjoyed learning more about the town I grew up in and its people.

Darla Downs, publisher of The Herald-News, took me under her wing like she has so many new graduates and taught me the importance of recording a community's history in a fair and balanced way. I learned how to be compassionate when covering a fire at someone's home or at the scene of an auto accident, while still doing a good job of covering the incident.

My improved research skills are another bonus from my internship. I learned how to find out who owns a property, how to get updates on federal court cases and how to ask the right questions when interviewing someone for an article to get them to open up and not just answer “yes” or “no.”

I accepted a full-time position at The Herald-News after my internship ended, so Wolf Point community members will continue to see me around town, camera and notebook in hand, helping to keep them informed.

Kailey's internship with The Herald-News was funded in part by a grant from the Montana Newspaper Foundation.

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A strategy for organizing your advertisers’ information

By John Foust, Raleigh, NC

I was talking to Greg, a veteran sales manager. “Our sales team knows the importance of asking questions and gathering the right information,” he said. “But the key is to write it down accurately and keep it organized. When sales people review their notes later, they need to be able to move as quickly as possible to the next step in the process, whether that’s a proposal or the first ad in a new campaign.

“To deal with the challenge, I put together a simple format for note-taking,” he explained. “It has evolved over time, and I’m sure it comes from a combination of ideas I’ve seen in training programs and books over the years. Our team likes this approach, because it saves time and gives them a track to follow.”

Greg’s format can be used by anyone who takes notes in a meeting where several topics are covered. Although a sales person goes through a progression of questions, a conversation sometimes veers into other areas, and an important point can get lost in a sea of notes. “Simply use a legal pad and divide it into four sections,” he said. “Draw a line from top to bottom and another line from left to right. Label each quadrant with the titles you want – and you’re all set. On the next page, you can continue the same four categories or use four new ones.

Here’s a look at Greg’s favorite quadrants:

1. Put audience information in the top left quadrant. “This is for notes about the advertiser’s target audience,” Greg said. “Their demographics, their interests, their age ranges, and especially their buying motives. What about the similarities and differences between their existing customers and the customers they want to attract?”

2. Put information about products and services in the upper right quadrant. “This tightens their focus,” Greg explained. “Don’t let the advertiser get away with puffed up generalities like ‘fantastic’ or ‘incredible.’ Dig for specific features and benefits. When you review the notes, you’ll see some connections between audience motivators and product benefits.”

Continued on Page 14
3. Write history notes in the bottom left quadrant. According to Greg, this is the place for the advertiser’s previous marketing experiences. What worked? What didn’t work? What media vehicles were used? What kind of budget did they allocate? In their opinion, what could they have done differently to generate better results?

4. Put notes on ad plans in the bottom right quadrant. This is the spot to write ideas for new ads. Do some special tactics come to mind? What about testimonials? Or tie-ins between print and digital promotions?

“The system works like a charm,” Greg said. “If the advertiser mentions a product fact while history is being discussed, there’s no problem. Just put that product note in the proper section. We use this format in other meetings, too. For example, in creative strategy conversations, we may label the sections Offer, Headline, Illustration, and Schedule.”

It’s all about writing it down the right way. Worth a try, isn’t it?

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