

# Publishers' Quarterly

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## Newspaper finds niche for social media

A commercial produced locally for the Crosby Area Chamber has attracted wide notice in recent weeks, from a write-up in a national newspaper industry publication to more than 50,000 views online.

In addition to the attention for the chamber, the project is helping the local newspaper re-shape how it interacts with readers.

The commercial was produced for the Chamber by The Journal in Crosby to create awareness of the conclusion of Crosby's major street improvement project and carried the tag, "Crosby is Open for Business!"

Publisher Cecile Wehrman wrote the script. Video was shot using The Journal's news camera by Journal photojournalist Brad Nygaard. "We sent out an email telling people we'd



Cecile Wehrman

be walking into stores and asking them or one of their workers to say a single line on camera," said Wehrman.

The whole shoot took less than an hour and about three hours to edit.

While the intent was to make a TV commercial, the chamber also gave permission for The Journal to premiere the video on its Facebook

site. "It just took off," said Wehrman, garnering 6,400 views, with more than 13,000 people

reached, in under 24 hours.

"I didn't get a lot of work done that afternoon," said Wehrman, who had never before experienced seeing a video "go viral."

The spot has reached over 50,000 people, and has been shared more than 160 times.

Wehrman shared the online stats at a recent chamber meeting.

Reacting to the numbers, Community Developer KayCee Lindsey said, "there's a lot of people in our community, leaders, who still do not believe in social media," but, "it's very impactful, quickly."

She said those who dismiss social media could easily get left behind.

Chamber President Denise Johnson said,

See VIDEO, Page 16

## News industry is changing, ambassador says

By Neal A. Shipman  
McKenzie County Farmer

While newspapers will continue to be one of the major sources by which people will receive their news and information into the future,

the actual printed newspaper will probably undergo changes.

That was the message that Mike Jacobs, the Community Journalism Program ambassador with the North Dakota Newspaper Education Foundation, shared with over 150 Watford City High School students on Thursday, Nov. 3.

Jacobs is the former editor of the Grand Forks Herald and a past president of the North Dakota Newspaper Association. In 1998, the Herald received a Pulitzer Prize in Public Service for its sustained coverage following a later spring blizzard, the flooding of the Red River and a fire



Mike Jacobs, former editor and publisher of the Grand Forks Herald visits with Watford City High School students during a community journalism program sponsored by the North Dakota Newspaper Association Education Foundation.

that destroyed much of downtown Grand Forks, including the newspaper's offices and printing facilities.

"You are at the beginning era of the media age," Jacobs told the students who attended the three sessions on the importance of community journalism. "We don't know where this media change is going. But we've already seen how

Facebook, Microsoft and Amazon have already transformed the world through the use of the internet and the social media."

And according to Jacobs, the shift in how people get their news and how it is being presented will present big opportunities in the future.

See AMBASSADOR, Page 16

NDNA member newspapers interested in hosting a journalism ambassador at local schools should message info@ndna.com

# Online 'reporting' leaves much to be desired

Recently newspaper publishers were required to submit a Statement of Ownership that included the current number of paper and online subscribers for each paper they own. NDNA has kept a separate log of these numbers for many years and did a 10 year comparison. While the numbers are not good, they also are not surprising.

There is a whole generation out there who go to social media and the Internet for all their news. They want to know what is happening right now, but also want this information in 50 words or less and with lots of pictures.

The problem with this is that they do not get an accurate account of the event they are reading about, because the person/organization reporting on it has not taken the time to do proper research.

Case in point -- the Dakota Access Pipeline project.

The general public is being led to believe that the company putting in the pipeline is the Big Bad Wolf, out to destroy the Native American way of life and kill us all.

A little drastic, you say? Welcome to online news reporting done by bloggers, YouTube junkies, Twitter tweeters, Facebook fiends and



Sara J. Plum, NDNA president • farmerspress@gondtc.com

*They want to know what is happening right now, but also want this information in 50 words or less and with lots of pictures.*

others who have no concept on what story reporting and journalism are all about.

Unfortunately, there are television news stations from out-of-state who are also guilty of going for sensationalism instead of honesty. (The ironic part -- these people sure didn't get to the protest by walking, bicycling, riding horse, etc. Pretty sure their mode of transportation involved using some form of oil.)

Now if the general public had only read the local newspapers, they would have seen legal notices the pipeline company is required by law to publish, informing

residents of public meetings about the project. They also would have been informed about the process involved in building a pipeline and the new technology and safety standards being incorporated.

As Sen. John Hoeven, R-ND, stated in a speech to the US Senate Nov. 30, "the Army Corps held 389 meetings, conferred with over 55 tribes and conducted a 1,261-page environmental assessment" before finding that the project has no significant impact.

Prior to that statement, Hoeven informed his peers that "the Congressional Research Service

estimates there are 38,410 existing crude oil pipeline river and waterbody crossings in the United States, including 1,079 in North Dakota. These crossings range from rivers, streams and lakes to ponds, canals and ditches."

Here's the funny thing about this information. Hoeven's staff took the time to research and gather the information, but the aforementioned online "news reporters," as well as those television news organizations, either didn't take the time or, for reasons unknown, refuse to share the information with their viewers/readers.

The news release Hoeven's staff sent out has been printed by many North Dakota newspapers in its entirety. Will the others do the same or will they use only the parts that support their own agenda?

NDNA and its board of directors will be working on a plan to increase readership for all our newspapers. Part of that plan may be pointing out the dissimilarities between all the news sources out there and newspapers.

We may have to go up against some major players in television

See PLUM, Page 14

# Reporters and Protests: making history in N.D.

I can't recall a time when one story -- the protests over the Dakota Access Pipeline -- has dominated North Dakota news cycles for nearly eight months with daily front page stories, nightly TV segments and a 24/7 social media barrage of videos, tweets, YouTube presentations and whatever other platforms there are.

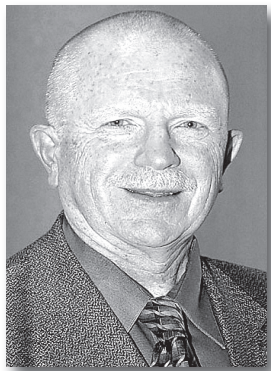
There's no question this has been one of the biggest news stories in North Dakota's history...certainly in this century. And, what do newspaper reporters do with big stories? They cover them, that's what they do.

And therein is the big problem that has been facing reporters since the protests began; i.e. how to cover the story without becoming a part of the story, getting arrested and going to trial.

And another question that has come up is another long festering issue -- just who is a journalist. I think we as an industry are really facing that issue right now. Certainly law enforcement and the courts are.

These are not new problems, but they've been brought to the forefront with the DAPL protests. First, the coverage issue.

Reporters are not above the law. They have no more rights than the general public regarding the laws.



Jack McDonald, NDNA Legal Counsel • jackmcdonald@wheelerwolf.com

*There's no question this has been one of the biggest news stories in North Dakota's history... certainly in this century.*

However, at the same time, they are charged with the 1st Amendment duties in getting information to the public. All reporters have battled with this problem previously in fires, or accidents, or other big news events, where the police or fire departments set up lines and keep everyone behind the line, while reporters are trying to get as close as they can to get photos or find out what's really happening.

Usually this results in some shouting matches and confrontations with the police, but rarely, if ever, are there arrests. This time there's been arrests. The state's trespass law, Section 12.1-22-03 of the North Dakota Century Code, is fairly

clear about what is trespass. Most protesters and reporters arrested are being charged with Class B misdemeanors, which are violations of subsections 3 and 4 of Section 12.1-22-03:

3. An individual is guilty of a class B misdemeanor if, knowing that that individual is not licensed or privileged to do so, the individual enters or remains in any place as to which notice against trespass is given by actual communication to the actor by the individual in charge of the premises or other authorized individual or by posting in a manner reasonably likely to come to the attention of intruders. The name of the person posting the premises

must appear on each sign in legible characters. An individual who violates this subsection is guilty of a class A misdemeanor for the second or subsequent offense within a two-year period.

4. An individual is guilty of a class B misdemeanor if that individual remains upon the property of another after being requested to leave the property by a duly authorized individual. An individual who violates this subsection is guilty of a class A misdemeanor for the second or subsequent offense within a two-year period.

First, I believe reporters, particularly newspaper reporters, should identify themselves as reporters as clearly as they can, be that large name tags, special colored vests with the name of the paper on them, or by whatever other means possible.

Secondly, when following the groups of protesters and others that may bring you into a trespass situation, but just that, a follower and not a leader. Don't be at the forefront of the crowd or leading the charge, so to speak.

Thirdly, when at all possible, avoid the trespass situations. Try

See McDONALD, Page 14

# The table is set for a new legislative session

It's an old adage, first told to this newsman in 1976 by John Hjelle, then editor of The Bismarck Tribune.

If you want to have any respect for sausage or laws, you shouldn't watch either one being made.

The table has been set for a new session of the North Dakota Legislature, and by all accounts there's going to be plenty of sausage grinding.

For newspapers, the most visible issue at this point is the question of whether North Dakota citizens should have the right know who is applying to be president of their colleges and universities.

Under current law, the applications of every candidate for any presidency is an open record.

There are some who argue the law discourages good candidates from applying. They say applicants don't want their current employers to know they're shopping themselves around, or worse, they don't want it known that they applied for a new job and didn't make the cut.

NDNA's official position is that they law should not be changed.

But the Government Relations Committee and the NDNA board have discussed whether there is a point at which we'd be willing to compromise.

In 2009, NDNA was ready to accept a change to keep the applications private until the number of candidates had been reduced by 50 percent.

So if there were 50 applicants, only the top 25 would ever be identified.

Word is that a bill is being drafted that would keep all applicants private until there are just five finalists remaining.

That's a very small number, one that would be difficult to accept.

But if bill sponsors would walk that back to the 50 percent threshold, it's possible the



Steve Andrist, NDNA Executive Director • [stevea@ndna.com](mailto:stevea@ndna.com)

*"... there's going to be plenty of sausage grinding."*

NDNA board would consider not opposing a bill.

It's possible. But the jury's still out.

#### Newspapers of the week

Give Jack McDonald credit for consistency.

One of his jobs as NDNA's attorney is public affairs, otherwise known as lobbying for issues important to newspapers.

Back in the late 90s when I was on the NDNA board he stressed the value of face-to-face contact between newspaper publishers and legislators.

Some 10 years later, when I was on the NDNA Government Relations Committee, he was still preaching that gospel.

Now another 10 years have passed, and Jack continues to believe that making the newspaper case on open government or public notice bills is best done by folks from back home visiting directly with legislators.

It's not so much testifying at legislative committees, he says, as it is forming personal relationships with legislators so you have credibility when you ask them to oppose a bill closing public meetings.

NDNA once attempted this relationship building with an annual legislative dinner. Then it was switched to a social, then Sunshine Day at the Capitol.

Now there's a new kid on the block -- the Newspaper of the Week program.

Here's how it works.

NDNA member newspapers volunteer to take one week during the legislative session as theirs.

That week, they bring or send 160 copies of their newspapers to Bismarck. One copy is placed on the desk of each legislator. Additional copies go to the governor, the attorney general and other offices.

On the day the newspapers are to be delivered, the publisher or editor or other appropriate staff member comes to Bismarck and is guided around the capitol by Jack and/or me.

You'll get some good history of the process, some behind the scenes looks, and most importantly, you'll be introduced to legislative leaders, state officials and more.

We'll also help you carve out some time with your local legislators, and, if you're interested, to sit with them on the floor of the House and Senate.

Past experience suggests that they'll all give your paper the once over, especially if you're able to have a legislative story or feature in the edition that is distributed.

Please consider volunteering to be newspaper of the week. You'll be helping build relationships

with people whose ears we're going to need.

Plus, it'll be fun.

#### What's a journalist?

It used to be that a journalist worked for a newspaper or radio or TV station. Maybe a magazine. That's about it.

Now days there are blogs, online publications and live-streaming, social media and probably a lot more coming down the pike.

So what does it take to be a journalist?

Would anyone with a mobile device and social media account qualify?

This issue has reared it's head in North Dakota in recent weeks regarding the arrest of "journalists" who are reporting about the pipeline protests in Morton County.

There has been some controversy over whether it's appropriate to charge journalists who are at a protest site, and that discussion illustrates the difficulty in defining who is a journalist.

For my money a journalist is someone who strives to be as objective as possible, balancing the reporting by using sources who represent a variety of different perspectives and viewpoints.

Many of those at the protest site clearly don't meet that standard. They are advocating for a point of view, and their reporting slants toward that point of view.

But who decides who is and who isn't a journalist?

Therein lies the rub.

NDNA's position has been that reporters, those practicing journalism and those practicing advocacy, are not immune from arrest if they break the law.

But if they really are reporting news as opposed to throwing stones, perhaps it's not wise for prosecutors to prosecute them.



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# Fun newspaper activities using the sports section

The following information and activities are from the newspapers in education supplement called Making the News.

## Good sports

Sports lovers might be among the most loyal newspaper readers in the world. Hardly a day goes by that they don't at least scan the sports section to see how their favorite teams or athletes are doing. Newspapers recognize — and appreciate — this devotion. Most have entire sections on sports. Occasionally, sports news will even make the front page. Whether

It has been said that the sports section is also one of the most “colorful” sections of the newspaper. That's because sports writers have a vocabulary all their own. When describing a game, for instance, teams don't just win, they pulverize or trample their opponents. Sportswriters find it challenging to come up with new ways to describe the action on the playing field.

Insights on the players off the field are also regular features of the sports section. These stories add human interest to the daily statistics.

Whether it's the outcome of a pro football game or the statistics



Sue Lindlauf, NIE Coordinator  
Grand Forks Herald



from a crosstown basketball matchup, there's something for everyone in a newspaper's sports section..

## Writing a sports story

All the ingredients needed for a good news story are also necessary for a good sports story: a good lead, clear and concise writing, accuracy, and a little creativity.

Sports writing, however, differs from news writing because it focuses more on the why and how of a story. In this sense, it is more like feature writing. It's up to the sportswriter to go beyond the scores and the play-by-play to give the reader more.

The inverted pyramid style of writing is rarely used in sports writing. Instead, sports stories might begin with locker room quotes or anecdotes. The rest of the story might highlight unusual

plays and extraordinary efforts by the players. The routine statistics are left to the box scores, often found at the end of a sports story.

Knowledge of the game is a must for the sportswriter. He or she must be able to use a sport's lingo with ease. At the same time, avoiding overused words and phrases is important.

## Activities

- ◆ Take inventory of today's sports section. How many sports are covered? What are they? Which sport received the most coverage? Draw conclusions and discuss in small groups.

- ◆ Sometimes, news from the sports front makes the news front — the front page of the newspaper, that is. That's because some things that happen in sports are considered top news. Watch your newspaper for sports news that makes the front page. Compile a short list of sports events and related news that you consider important enough to appear on the front page. Be prepared to explain your reasoning.

- ◆ Look through your sports section for synonyms for the words win and lose. Headlines are a great place to start. Then come up with

synonyms of your own. Make a list.

- ◆ Sportswriters use quotes from coaches and players to give the reader insight into a game. Find five interesting quotes in your newspaper's sports section. Would the story have been as interesting or as informative without the quotes? Discuss.

- ◆ Some of the most colorful words and expressions of the English language are those that have their origin in the world of sports. For example, below the belt, bull's eye, full-court press, high five, and hold your horses. Research the origins of these and other interesting sports terms and expressions found in the newspaper. Conclude the activity by using the words and expressions in sentences not related to sports.

## NIE Week: March 6-10, 2017

Newspaper in Education week is observed during the first full week of March each year.

The American Press Institute has developed resources for NIE Week, and you may access them at: [www.americanpressinstitute.org/youth-news-literacy/resources/newspaper-in-education-guides/](http://www.americanpressinstitute.org/youth-news-literacy/resources/newspaper-in-education-guides/)

## We all do better when we work together.

That's our strategy at *Dakotafire*, where journalists from community newspapers combine their efforts to report on vital issues in ways they couldn't on their own. That's also a goal of the stories we cover: Dakota communities face many of the same challenges. By listening to one another and sharing ideas and resources, we can revitalize our region—together.



**Want to learn more about how your newspaper can take part—and benefit?**

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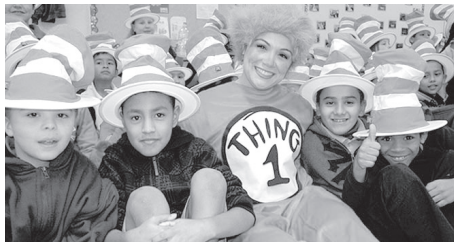
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## Celebrate Read Across America Day!

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### GET YOUR KIT!

Visit the National Education Association's website at [www.nea.org/readacross](http://www.nea.org/readacross) for their Read Across America kit, complete with logos, posters, photos, reading activities and web links!

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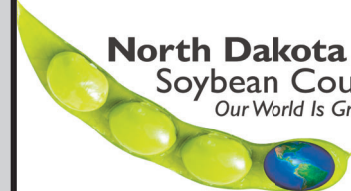


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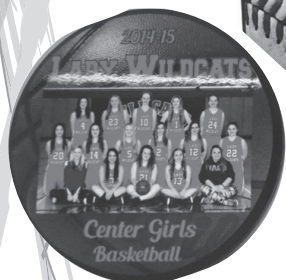


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# Fight fake news by backing real journalism

By David Chavern, President/CEO  
News Media Alliance

It was a very interesting election season: Denzel Washington supported Donald Trump, Hillary Clinton sold weapons to ISIS, Hillary was disqualified from holding federal office...

During this election season, Facebook came face to face with a long-known media plague: Fake news.

Dozens and dozens of misleading stories about the election and statistics went viral on the platform in the "trending" section. In fact, these stories were considered more popular and received more engagement than true, accurate articles. Even Google's search fell prey to the allure of a falsehood.

Of late, it seems that hyper-partisan outlets are spreading misleading, click-bait stories on digital media. This is not a new problem. Fake news and propaganda has been around for as long as news has been

around. Legacy news brands are the best way to fight the plague. They have been anti-fake news for generations. The openness of the web has made it staggeringly easy to buy a URL, write whatever you want without fact-checking, and spread it throughout social media.

The algorithms of Facebook and Google lack the human editorial element to decide when a story is false. Mark Zuckerberg said that "identifying the 'truth' is complicated." But somehow journalists have managed to be the purveyors of truth for centuries. By eliminating the humanity from the "trending stories" sections, Facebook opened itself up to the fake news problem. I recommend Facebook boosts news from established sources, instead of only promoting popular, viral, unverified headlines.

Following the election, Facebook announced it would ban fake news in the advertising network. This will hit the fake news sites that generate revenue through running advertisements,

but this won't prevent them from popping up in your newsfeed, shared by a well-meaning neighbor.

## Four Ways to Fight Fake News:

1. **Double Check Your Sources:** I know, it's so tempting to click the 'share' button after reading an especially titillating headline. However, the URL at the bottom of the post can be especially telling. If it is from a source you've never heard of before, it's worth double checking. You can cross reference this Google doc of outlets spreading fake news created by Melissa Zimdars, an assistant professor of communication at Merrimack College in Massachusetts, or just Google if the publication is reliable.

2. **Report False Stories:** Report the story on Facebook if it turns out to be false. Helping prevent the story from spreading will help tide it from going viral. Facebook does not share who reports fake news, so the process is anonymous.

3. **Correct Inaccuracies:** If you fell for the trap of spreading fake news, make sure to publicly denounce it. On Facebook, edit your original post admitting your mistake so others don't fall prey to the same grabby headline. On Twitter, RT your original post with a quote, debunking the site for all. Or simply delete the post from your page.

4. **Buy a Print or Digital Newspaper Subscription.** Legacy news outlets have trained reporters, working hard to get correct, timely and unbiased information out. Newspapers saw a bump in subscriptions following the election, and it's a trend I hope to see continue.

*David Chavern serves as President & CEO of the News Media Alliance. Chavern has built a career spanning 30 years in executive strategic and operational roles, and most recently completed a decade-long tenure at the United States Chamber of Commerce.*

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## The 2016 NDNAEF Interns

Grants from the NDNA Education Foundation (NDNAEF) have given a valuable, hands-on learning experience for several North Dakota students.

NDNAEF provided funding for college and high school students who worked and learned about community journalism by interning at a North Dakota newspaper.

This year, interns worked at the Lakota American, various BHG papers, The Journal (Crosby), Edgeley Mail, Traill County Tribune (Mayville), Devils Lake Journal, and the Hillsboro Banner.

The students participating in the internships provided these views on their experiences after working in the newspaper business.

*(This is part 2 of 2. Part 1 appeared in the third quarter Publishers' Quarterly.)*



### OUR MISSION

*Promoting the advancement of journalism education, study, research and development through financial assistance, internships, fellowships, lectureships and other means to enhance the newspaper profession in North Dakota.*



**NDNA  
EDUCATION  
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## Internship: a valuable experience

My time at the Traill County Tribune has been a great learning experience. Through a few situations of trial and error and a lot of guidance, I've learned how to run different software programs, done office work, taken photos, created ads, written articles and most importantly, learned about time management.

On my first day, I was given a camera and a crash course on all of its features, and was told to go experiment with it. It is important to mention that I had never had any experience with any kind of camera that was not on my phone, so it was a little difficult for me to get used to all of the bells and whistles the new camera came with.

Going out and taking pictures quickly became my favorite part of the day. It was always a challenge trying to get the right angles or capture the perfect moments. One of my favorite things I photographed was one of Mayville State University's gym classes. They went out to the golf course to go cross country skiing and snow shoeing. There were smiles on all of their faces and they were eager to help me out with action shots or just posing for a quick picture. Their great attitudes and excitement made my experience a great one.

As I became more comfortable with taking pictures, I was then taught how to edit them using Pho-



Sabrina Amundson, Washington State University  
College Intern: Traill County Tribune

*I never realized how much work was actually put into making the newspaper.*

toShop. All of the staff at the Tribune were very helpful with what to do with the different pictures and how I should edit them. In the beginning, remembering what order I was supposed to do everything in was a little overwhelming, but I soon got the hang of it and was able to quicken the pace in order to get the photos edited in a reasonable amount of time.

The one-on-one training I received by Tribune staff members on all facets of putting together a newspaper was greatly beneficial. Each of my co-workers were patient and open to questions as I worked to pick up new skills on a daily basis.

While I knew working at a newspaper was more than just taking and editing photos, I never realized how much work was actually put into making the newspaper. Soon after I began working at the Tribune, I was given the opportunity to put together a page or two in the paper, create a few ads and proofread the newspaper pages before they are sent to

print. None of those tasks sound difficult, but at times they were time consuming and a little frustrating. However, the more I worked with them the easier they became.

During my time at the Traill County Tribune, I also had another job. Having two jobs taught me quickly about the importance of time management. From the beginning, my boss was extremely flexible with the hours I was able to come to work. This surprised me a little, considering I was gone for a good portion of the summer for school activities, vacations, and college orientation. Whether

I had something suddenly come up and wasn't able to come in that day or if I just forgot about plans I had previously made, my boss didn't seem to have a problem with it. This made things a little easier considering I was always busy doing something and didn't have the greatest memory when it came to where I had to be each day.

Overall, I am incredibly grateful for the opportunity I had to work at the Traill County Tribune, and would do it again in a heartbeat. I was able to learn valuable communication skills and gained a little bit of office experience that will help me tremendously throughout college and wherever I end up working after graduation.

## Grateful for this internship chance

During my time at the Hillsboro Banner I got to work on a wide variety of components that go into running a small-town newspaper. As an intern, I had the opportunity to learn and work on assignments such as editing page layouts, creating and managing weekly advertisements, writing, interviewing, creating graphics and taking photographs.

What I learned the most about during my eight weeks at the Banner were some of the ins and outs of Adobe InDesign. I am a graphic design student, so I had some background regarding this program prior to starting my internship. However, I did not know nearly as much as I needed to know in order to create page layouts that function and flow well.

I had some help and resources to answer questions that I had regarding the software. Hands-on learning is the easiest way for me to understand the function of design software. It is also the easiest way for me to remember how to do certain tasks, which will help me later on.

The advertising work I did for the Banner this summer was very important. I got experience in creating advertisements and working with customers to achieve something that they wanted. I helped manage and



Rachel Murphy, University of Minnesota - Duluth  
College Intern: Hillsboro Banner

*I commend the Banner's ability to get creative and come up with art that is interesting.*

keep track of the weekly advertising which is a great business lesson as well.

I also learned how difficult it is taking relevant photos in a small town. I commend the Banner's ability to get creative and come up with art that is interesting, applicable and informative to look at. The Banner did a story about harvest and I was put in charge of finding some farmers who were combining wheat and barley. I used some resources of family friends to find out where the action was at and got to take some pretty fun pictures.

Banner Editor Cole Short asked me to create a graphic regarding Hillsboro's new logo options. This was a fun project for me because it was probably the most relevant to my career path. I enjoyed working with Cole and making something that was visually pleasing and informative.

Interpersonal skills are very

crucial for any job that I will get in the future. I learned valuable lessons on how to be warm but professional when talking to someone from a business standpoint.

Interviewing is not an easy task. I am still pretty rough at the flow of having a conversation and writing things down at the same time. When reading a story, I didn't think about how much work goes into the interviewing process and how challenging it can be to obtain everything you need to know in order to write a piece that will inform the public thoroughly.

For the Banner, I wrote a few small stories regarding local news such as an update on the construction of a new sports complex and a short story on mosquito spraying at the start of the summer. I also got the chance to write a column, which I very much enjoyed doing. I found that column writing was easier for me because I was able to write my thoughts in a more laid-back style.

Working at the Banner was a great experience. I am grateful that I had the chance to work with the staff and learn so much. As a college student, working in a business environment is great for personal lessons and will help me out in all of my future endeavors.



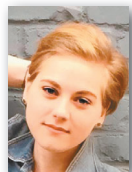
# Spending summer in small town N.D. worth it

When I told my friends I was planning on spending the summer in Crosby, North Dakota, the most frequent first question was, "Why?" "I don't know," I'd say. "Seems like the thing to do."

To preface this conversation, I'm from North Dakota. I was born in Bismarck, raised in Bismarck, spent the first 18 years of my life in Bismarck in the same house on the same cul-de-sac. After I graduated high school in Bismarck, I went to college in North Dakota, too. I come from a long line of North Dakotans and I've got the accent and flavor palate to prove it.

But in all my windy North Dakota summers and biting North Dakota winters, I have never experienced the state in quite the same way as I did this summer interning in Crosby, a town I had never heard of before applying to intern at the Journal. Yet, the town and the people have been here, and now, so have I.

Unfortunately, I'm not really old enough to give any sage advice or keen insights on my time here (I'm not even old enough to rent a car), and I've been told my brand of



*People asked me why I spent my summer in Crosby. Honestly, it wasn't a half bad thing to do.*

**Carrie Sandstrom, University of N.D.  
College Intern: The Journal**

humor is appealing to exactly three people, one of whom is myself, so I'm afraid I'm also poorly equipped to write a quippy and amusing piece. My sincere apologies to those who may have had high hopes when they started reading.

Prior to my stint here at the Journal, I spent two summers interning in Washington, D.C. There, it was all about keeping your head down, your headphones in, and adopting a look and posture that said, "I may only be 5'3"-and-a-half, but I am not one to be trifled with."

In Crosby, it's been more about mastering the subtle steering wheel finger wave and not hitting wildlife on the highway -- something I'm sad to say I wasn't terribly successful at (the deer I hit earlier this summer is

also sad about that).

In D.C., I bought a lot of things meant to combat the persistent, abrasive humidity that comes from building a city on top of a swamp: anti-frizz hairspray, clothes that can breathe, more deodorant than seems reasonable.

Supplies I've needed this summer have been more along the lines of bug spray, a good camp chair, and a playlist for driving long hours on the highway to get to almost anywhere.

This was the first summer I've spent in the state since starting college, and it's been a cultural adjustment in its own right.

I said coming to Crosby seemed like the thing to do, and, indeed, there have been things to do. More than I expected, to be honest.

They weren't the things to do that I'm used to, my hobbies include going to Target and getting dollar sushi, but they were good things to do, nonetheless.

After all, I had never been to a rodeo before coming to Crosby. I had only ever seen tractors at a distance. And who knew that the simple act of going to the movies could be such a

community event?

It seems living in North Dakota for the better part of 22 years did very little to prepare me to live in North Dakota. The northwest corner: man, that's a whole different ballgame than Bismarck/Mandan area or the Red River Valley.

I had forgotten, having not spent the summer in North Dakota for a number of years, just how much driving one ends up doing.

I had forgotten that it does get above 32 degrees Fahrenheit from time to time.

I had forgotten that the prairie really does spring to life when it's not covered in feet of snow.

When I told people I was going to live in Crosby, they asked me, "Why?" I told them it was something to do, a way to pass the time, to take in a slice of the "real" North Dakota people talk about when they go places in the state that are somehow less real than others.

Now, as my time here in Crosby is wrapping up, people are still asking me why. And I guess I still really don't know. But honestly, it wasn't a half bad thing to do.

# My internship experience at Mayville was thrilling

Being an intern at the Traill County Tribune has been a thrilling experience for me. First, this is the first job I've had, so that in itself has been exciting. Second, I learned so many wonderful things interning over the summer.

I'll be completely honest, I was very nervous about this internship. Why? I love to write, but sometimes it's really hard for me to share what I write. That being said, having my writing published every week was very strange for me, and I don't think that fact has really sunk in for me yet. I try to remind myself of that fact, and it still takes me by surprise when someone comments about my articles.

When I first started here, I was very nervous. I was worried I wouldn't be able to think of articles and columns every week, but the staff would sit down with me and discuss ideas. It was nice having help from the people in the office.

Other than brainstorming ideas, I was taught the basics of InDesign.



*I like knowing that someone has enjoyed what I've written.*

**Madison Williams, May-Port CG  
High School Intern: Traill County Tribune**

InDesign is an app used by all of the members at the Traill County Tribune, and it's used for writing and putting the paper together. The first week was a little confusing, but Harry Lipsiea, a reporter, helped me with a lot of the basics.

Tom Monilaws, my boss, helped me with a few of my articles. That was a big help for me, and Myrna Lyng, the editor, has helped me with my writing. At the start of the summer, a lot of my articles were choppy and didn't flow well, but she's helped me with a lot of my revising and editing. I've made numerous mistakes, many are repetitious mistakes, but she always makes sure

to talk to me about what I've done wrong.

This internship has been an amazing experience, and it's taught me skills I'll be able to use for the rest of my life. True, I feel like I tend to be very antisocial, but the staff here seems to be accepting how shy I can be. I don't mean to be shy, but I find I work better on my own.

However, I have enjoyed the conversations I've shared with the staff here, and the environment is very calming. I've loved working here not only because of the work experience and having my writing published, but I enjoy the people I work with.

Not only have I learned to further my writing, but I've learned a lot about working. First, I learned that being on time is very important. Second, I learned that a deadline must be met, and I can't just say "no, I don't feel like handing it in, give me the 0." This is my job, and it's nice having structure like this.

True, getting up early isn't the most fun, but it's worth it. I love

knowing that I contribute to a paper that many people get to enjoy, and that means a lot to me.

I may not always know what I'm talking about or if my writing has an impact, but I like knowing that someone has enjoyed what I've written.

This internship has taught me to take pride in myself as well as my writing. I've learned that it's ok to express an opinion even if someone else views it in a different way. Honestly, I felt like I've learned to express myself more than I was able to before.

Before I took this internship, I rarely let anyone read my writing, I was worried about every sentence I wrote, and I wasn't very proud of my achievements. But this, this job makes me proud. I'm proud to be a member of the Traill County Tribune.

Everyone at the Traill County Tribune is wonderful, relaxed, and it's just an enjoyable experience. I enjoyed my summer internship, and I look forward to working here as I go into my junior year of high school.

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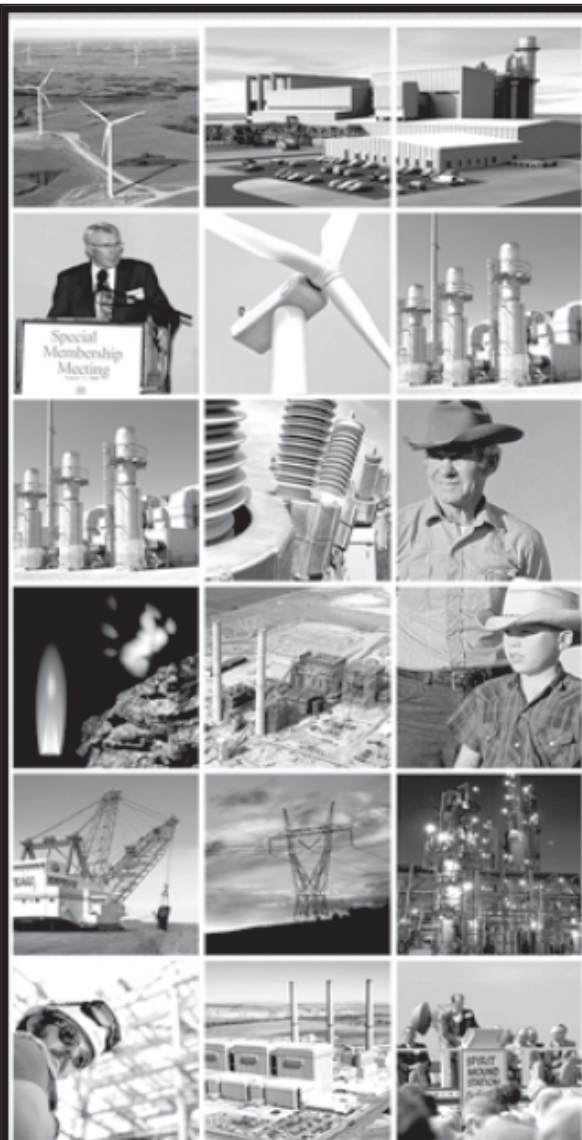


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# History captured in newspaper: Go Cubs!

By **Lindsey Loving**  
Communications Manager  
News Media Alliance

For the first time in 108 years, the Chicago Cubs have won the World Series, breaking the infamous Curse of the Billy Goat. The Chicago Tribune trumpeted on its front page that the Cubs are Champions "At Last!" Cubs fans, and even those that aren't die-hards but appreciate the importance of this moment in history, lined up to get a copy before their chance to own a piece of history was gone.

Publishers anticipated a rush to purchase copies of the single edition trumpeting the long-awaited win. The Tribune ran 400,000 extra copies to prepare for the monumental front page, putting in place extra staff and print presses running through the night. It wasn't enough; Thursday afternoon they ran another 300,000 copies, totaling nearly 1 million. Pop-up stores with the papers cropped up around the city with long lines as people waited to grab their piece of history. Copies of the paper were

sold on eBay for as much as \$26.

Why do we feel the need to snatch up copies of newspapers whenever an important event happens? Part of it is the rareness of it; in this case, it is literally the first World Series win for the Cubs in over a century. But more than that, it is about being a moment in time in our lives that we want to remember. A moment we want to be able to share with our grandchildren one day.

I still remember the day Prince William married Kate Middleton. I rushed out to buy a copy of

The Washington Post. The issue contained a glorious, full-color spread with detailed accounts of the British Royal nuptials. Having a copy of the print newspaper makes me feel more a part of an historic day and also brings back fun memories of sharing that day with family. When Prince died unexpectedly earlier this year, newspapers reserved their front pages for purple-tinted homages to the pop icon. I made sure I had a copy of at least one of the many newspaper editions to pay tribute to him that day. And of course, the day after the September 11, 2001 attacks,

I bought a newspaper. Despite the tragic nature of the event, it was important to me to have a copy of a paper from the day that changed the course of American history.

When it comes to capturing the most important moments in history, no matter how convenient it is to carry the answers to all of our questions around in the form of a smartphone in our pockets, the moments we experience there are still remarkably fleeting compared to print. A webpage article, email alert or social media post will easily be buried in the next day's deluge of news. It lacks the permanence of a print paper. With a physical paper, we can pull it out any time and remember the feeling of that moment. We can take those memories with us that make up our lives, good or bad, and pass them on, where they will be remembered.

*Lindsey is the Communications Manager for the News Media Alliance. Prior to joining the Alliance, she led communications for a food and nutrition nonprofit in Washington, D.C. for over eight years.*



Courage is being scared to death but saddling up anyway

~John Wayne & I-BAND~

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## PLUM: Witham Symposium was the best Education Foundation event yet

and on the Internet, but as everyone knows, you can't please all of the people all of the time. Besides, David did get the best of Goliath, right?

### Symposium was super

The NDNA Education Foundation sponsors a series of workshops designed to bring information and ideas to publishers, owners, editors, reporters -- basically anyone involved in the making of a newspaper.

These workshops, the Witham Symposiums, are a great way for employers to provide the necessary tools for their employees to succeed in their jobs.

We also manage to have a lot of fun in the process!

The workshops used to be held during the summer months and individually. A couple of years ago, the foundation board decided to try something different to get more people to attend and sent out a questionnaire to all newspapers.

The end result, based on the feedback, was a two-day event with workshops in the afternoon of the first day, followed by a banquet with a guest speaker, then ending with workshops the morning of the second day. (Which I think start too early!)

Thanks to the education foundation's sponsorship, the

workshops and banquet are free to NDNA members. That should help with the expenses employers incur when they send employees to these sessions.

The most recent symposium was the best one yet. It's too bad the attendance wasn't higher -- especially since it was held on the east side of the state at UND.

Anyway, long story short, attendees I have spoken to all agree they learned a lot of valuable things that weekend and are looking forward to next year.

So, fair warning to all the newspaper employers out there -- next year the Bobbsie Twins will be paying you a visit to make

sure you send an employee to the symposium!

◆ ◆ ◆ ◆ ◆

And since I'm being "threatening," here's a reminder that the annual convention, which is joint with South Dakota, is set for April 27-29, 2017 in Aberdeen, SD.

SDNA President Jeremy Waltner and myself have convinced our executive directors to add/change a couple of things for this convention, so mark that weekend on your calendar and make sure you get to Aberdeen Thursday.

Trust me, you won't regret it!

## McDONALD: Leg work and ingenuity help reporters avoid arrest

to cover the story as best you can without actually committing the trespass. I understand that may be easier said than done, but I also know that it can be done with a little legwork and ingenuity on the part of reporters.

Fourthly, whenever possible, try to make sure that you identify your-

self as a reporter to the law enforcement officials involved. They may not look on you as a trespasser if they know you're covering the story for the media.

And, fifthly, if you do get arrested, don't resist the arrest but immediately notify your paper and make sure you immediately get counsel.

Counsel is often more important at the start of a legal proceeding than later on, particularly in situations such as these.

Hand and glove with discussion of the trespass and reporters, of course, is an increasingly more difficult question -- just who is a journalist these days? That's grist

for another column's mill, but it is really at the heart of some of the problems that have arisen regarding coverage of the DAPL protests.

And it's a question that deeply involves not only newspapers, but law enforcement and the courts as well as the general public. Next time.



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# Half century of press work: Kolden notes 50 years

**Editor's Note:** Celebrating 50 years with a company could have come with a gold watch and a staff dinner. Instead we played on the theme of the honoree's prison sentence to our company and celebrated with a luncheon.

Wade Kolden was dressed in prison attire we supplied, staff wore orange shirts printed with BHG Convict and a number associated with their longevity with the company.

Mike Gackle, president, who was dressed in a warden's hat and shirt, read the Top 10 reasons why Wade wasn't able to escape including "He's still waiting for someone to tell him 'Good job.'"

We laughed and Wade told us stories of how the industry changed.

For all of us - no matter whether new staffers or long-time associates - it was a great way to enjoy each other in this prison called BHG.

Jill Denning Gackle

**By Stu Merry, Editor  
McLean County Independent**

The year was 1966.

Lyndon Johnson was president. Batman debuted on TV.

Willie Mays signed the highest contract in Major League Baseball history at \$130,000.

Closer to home, Johnson's Red Owl featured pork loins for 49 cents a pound. Down the street at Cunningham's Department Store, men's hip-huger slacks were \$2.97 a pair, and across Main Street, Garrison Bakery offered four loaves of bread for \$1.

Wade Kolden begins working for BHG as a pressman. Thousands of rolls of newspaper and reams and reams of paper later, he's still cranking them out.

Wade had just gotten out of the service. The McLean County Independent was short-staffed. Employee Myron Kerzmann called Wade, asking if he could fill in for a while.

"I've been filling in ever since," Wade said.

He's seen the evolution of the printing business. His first piece of equipment was a Harris two-color press.

Don Gackle was the boss. Manual typewriters were standard equipment in the press industry. Wade said Gackle was one of the last to give up the manual for a more sophisticated electric model.

"He did that for years and years," he said.

The stories of the early days are endless. Wade recalls a time when the power went out. Rather than have staff wait, Gackle sent the workers home, staying to work by himself in the dark. It was pitch



**Main photo: Pressman Wade Kolden in his "office" at BHG.  
Top right: Kolden in 1976, 10 years after he started with BHG, Inc..**

dark and he was still typing.

In the darkness, he heard Gackle suddenly exclaim: "Dammit ... I ran out of paper a long time ago."

Growing up, being in the printing business never entered Wade's mind.

"Not a printer, not when I first started," he said. "But I never gave it much thought. But as the years went by, I just kind of grew into it."

In the early days papers were put together in Garrison and taken to Minot to be printed. If there were delays, more often than not the crew ended up at a local tavern.

"That happened often," he said.

Then, when it came time to put the paper together, "The times were lively to say the least," he said.

Smoking was common. The staff often worked in haze-filled conditions.

"When Don came up to talk to us, the first thing we did was grab a cigarette," he said.

The sheet fed Harris press could print four pages at a time - one side. Once that was done the pages had to be fed through again to print the other side.

The pages had to be folded - one at a time. Now, it's all one process as the paper comes off the press all folded.

"We didn't think much of it, then, that's all we knew," he said.

There were a lot of times, Tues-

day night into Wednesday, the crew worked all night to meet the mail. Sleep was a luxury.

"That happened quite a few times," he said.

He remembers printing the Minot Air Force Base paper, being up all night.

"We got it all printed and ready to mail, I was so tired I slept in my car outside the office," he said.

A short time later, Wade was awakened by Gackle, pounding on his window saying "we have to run the paper over. Someone put the same page in twice."

"Boy, that was a nightmare," he said.

With advances in technology things have become more efficient.

"And, easier, too," Wade said.

He said the hardest parts of his job was the large four color printing jobs, like the color pages of Sakakawea Country.

"That was tough," he said. "I used to print as many as I could, then do other job work. It'd take a couple months to do it. That was a lot of running."

The hardest part was getting things lined up so colors matched.

"If the first ones were not lined up the second two wouldn't be either. It was stressful for me," he said. "That's why I have white hair, I guess."

About a year ago he gave up the

four color jobs, asking management to go to only two color.

"Now, it's sent out and in a week it comes back all folded, it looks nice," Wade said.

He said his biggest satisfaction comes in starting a job and having it look nice when it's done.

Wade said his boss, Don Gackle, was the most influential. Though he was strict, he was fair, Wade said.

"He wanted top quality work done," Wade said. "One time he said you did a good job, but you'll never do a job good enough to satisfy me. He was pretty particular. But he was always there to help."

Now, Wade works two days a week, generally Wednesdays and Thursdays. On his days off he likes to visit the grand kids, shopping, and hunting when it's in season. Yard work also takes up Wade's time, whether it be in town or at the farm.

"That's another thing, I enjoy yard work," he said.

For now, Wade said he has no intention of retiring.

"I plan to work as long as I can, or as long as they'll keep me," he said.

If there were any words of advice Wade would like to give it would be to always do your best at what you do.

"At least try to anyway."

### Ugly sweaters, pleasant party



The NDNA staff Christmas party featured ugly sweaters but good food and commeraderie. Staff members, include (standing from left) Kelli Richey, Eileen Meidinger, Rhonda Williams, Pam Jahner, Mike Casey and Colleen Park. Seated are Shari Peterson and Steve Andrist.

In keeping with tradition, NDNA chose to celebrate the holidays with a charitable donation in lieu of cards and gifts to customers and clients. The donation this year went to Randy and Shelly Taix, who maintain the NDNA grounds, to offset medical expenses for their son, Elijah, who has had several surgeries for severe scoliosis.

## Ambassador: newspapers will always be trusted source

(Continued from Page 1)

“Each of you today, through social media, are now an information source,” stated Jacobs, as he described how some of today’s breaking news is generated by people video streaming events from their smartphones. “But when it comes to newspaper journalism, there will always be good opportunities in North Dakota.”

And according to Jacobs, newspapers will always be a trusted source of information.

“You can’t make good decisions on issues that matter to you without a good source of information. There is a difference in the news sources, but newspapers have always been a trusted news source.”

Thursday’s presentations gave Watford City students a chance to quiz Jacobs on his career in journalism, his favorite stories and what direction newspapers are heading.

“Did you ever think of giving up during the flood and fire in Grand Forks?” asked one student to which Jacobs said that was never an option that was considered.

“We resolved to do whatever it took to get the newspaper out,” stated Jacobs. “The biggest chal-

lenge was to get information out.”

During the flood and fire, Jacobs told the students that the newspaper operated out of an elementary school in Manvel, printed the paper in St. Paul, Minn., had it flown back to Crookston, Minn., and then driven to Grand Forks.

And for Jacobs and the Grand Forks Herald, they met that challenge by using digital technology.

“We could write in one place, and then send our stories to another location to be printed,” he said.

As for the future of newspapers, Jacobs says that the industry is going to have change.

“The process of printing newspapers is very expensive,” sated Jacobs. “Which is why there is a shift being made to provide more digital news. But the process of gathering news, which is both timely and useful will always remain.”

However, until newspapers can find a way to make the electronic newspaper profitable, the actual newspaper will always exist.

“News gathering is labor intensive and writing is hard work,” concluded Jacobs. “But local newspapers have an advantage because they have a local connection to their community.”

## Video: social media can help drive readers to newspapers

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“those of us who are a little older have a little harder time jumping on that bandwagon,” but she agreed, “this is a really good example.”

Wehrman, as a newspaper publisher, said she has mixed feelings about the commercial’s success.

“It was great to showcase our ability to produce a video product,” she said.

“On the other hand, a Facebook post isn’t going to reach everyone in the community.”

The Facebook commercial post garnered the attention of the National Newspaper Association, which published an article about the effort in it’s PubAux newspaper.

“I think they were intrigued by the ability of a small town newspaper to produce a broadcast quality commercial, plus the fact the message was spread to many times more people than the 2,500 who live in Divide County,” said Wehrman.

In addition to the online and

television ads, a regional print component helped spread the “Crosby is Open for Business” message.

Wehrman said the Facebook ad engaged a lot of people with ties to Divide County -- awareness that could translate into more people subscribing to the newspaper.

“One thing this experiment has driven home for us at The Journal is the need to have a greater presence on social media,” she said.

Blizzard video posted earlier this month had been shared 542 times and reached nearly 70,000 people, she said.

At the same time The Journal is posting news items more frequently on its Facebook page, the newspaper has also moved most of its locally sourced news content behind a paywall on the journaltrib.com website.

“If you see a tease to one of our stories on Facebook, you’ll be directed to our website where you can subscribe for a day, a week, a month or a year,” she said.

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